



# A Bibliometric Analysis of the Literature on Export Barriers

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## **Short Biography**

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## **Abstract**

Internationalization is a key issue for the development of both countries and companies, and the first step towards firm internationalisation is, in most cases, exporting. The importance of exporting is undeniable for the firms' survival and growth in the long run. Therefore, any impediments to the development of exporting activities are equally important. The literature on exporting barriers appears to be scattered and unfocused, presenting an opportunity to develop this issue. In this way, the main aim of this study is to perform an extensive literature review on exporting barriers with the purpose of understanding the status of the academic research as well as identifying possible patterns and trends. For this reason, we use bibliometric techniques to assess the quantitative relevance of the existing studies in regards to the field of study. The primary results indicate that there is little consensus on the development of a stable exporting barrier framework that can be applied to different regions. Additionally, procedural barriers are the ones which have been addressed the most times by various studies while resources barriers are the barriers that have been less considered.

**Keywords:** Exporting Barriers, Stages of Exporting, Bibliometric Techniques

## **Resumo**

A internacionalização é um assunto fundamental no desenvolvimento tanto das empresas como dos países. Na maioria dos casos, o primeiro passo para a internacionalização das empresas é a iniciação da atividade exportadora. A importância da exportação para o crescimento e sobrevivência das empresas no longo prazo é inquestionável. Deste modo, impedimentos ou barreiras à atividade exportadora são igualmente importantes. A literatura focada em barreiras à exportação aparenta estar dispersa e pouco focada, apresentando assim uma oportunidade para desenvolver um trabalho em torno deste assunto. Desta forma, o principal objetivo deste estudo consiste numa revisão de literatura que permita a compreensão do estado-da-arte da literatura existente relacionada com barreiras à exportação, assim como a identificação de possíveis padrões na mesma. Assim, recorreremos a técnicas bibliométricas de modo a avaliar a relevância quantitativa dos estudos existentes dentro desta área. Os resultados principais mostram que existe um reduzido nível de consenso entre autores no que toca ao desenvolvimento de uma estrutura conceitual de barreiras à exportação que possa ser aplicada a várias regiões de modo a ser comparável. Adicionalmente, conclui-se que as barreiras processuais têm sido as mais investigadas e as barreiras relacionadas com a alocação e gestão de recursos têm sido as menos investigadas.

**Palavras-chave:** Barreiras à exportação, Estágios de Exportação, Técnicas Bibliométricas

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## Introduction

Exporting has gained a great importance in business affairs due to a growing liberalisation and integration of markets (Leonidou & Katsikeas, 1996). Exports have grown at an incredible rate as reported by various authors (Leonidou & Katsikeas, 1996) becoming the most common type of firms' involvement in the international markets (Leonidou, 1995a; Uner *et al.*, 2013). Exports are vital to the development of the worldwide economy insofar as they contribute to economic growth due to the fact of being drivers of the gross domestic product (Kahiya, 2013). The importance of exports is confirmed by both a macroeconomic and microeconomic perspectives: in a countrywide perspective, exports allow for the creation of jobs, reduction of unemployment and improving the standard of living for the general population. From the firms' perspective, exports allow for higher competitive advantage and better financial position (Leonidou & Katsikeas, 1996; Arteaga-Ortiz & Fernandez-Ortiz, 2010).

The presence on the international markets, through exports, does not come without any hardships, which are usually referred to as export barriers. They can be described as any internal or external factor that discourages or blocks a company from increasing, maintaining or even initiating the exporting processes (Leonidou 1995a; Arteaga-Ortiz & Fernandez-Ortiz, 2010). Resulting, occasionally, in the failure of some companies in their business operations overseas, these barriers may create an adverse impact on the way companies perceive exports and internationalisation (Leonidou, 1995b).

Although there is a considerable amount of literature on export barriers, as stated by Arteaga-Ortiz & Fernandez-Ortiz (2010), the analysis has several gaps and disagreements in both the way of presenting and analysing barriers as well as defining the extent of these obstacles. With the aim of proposing an integrated classification on export barriers, Arteaga-Ortiz & Fernandez-Ortiz (2010) performed an extensive review of the theoretical and empirical literature. The present work also intends to conduct a literature review; however, it differs from the work of Arteaga-Ortiz & Fernandez-Ortiz (2010) insofar as it proposes to carry a bibliometric analysis of the literature that can bring a more quantitative analysis of the investigation performed so far. To the best of our knowledge, the present study is the first attempt at utilising bibliometric tools to study exclusively "exporting barriers". Additionally, the present work will allow us to

review more recent works, since several years have elapsed since the publication of the work by Arteaga-Ortiz & Fernandez-Ortiz (2010). In this way, this study has two primary goals:

- i. To undertake a literature review that would allow us to understand the status of the literature on exporting barriers at this point, focusing on the years after the analysis by Arteaga-Ortiz & Fernandez-Ortiz (2010) to present the most recent contributions to this research field.
- ii. To make use of a bibliometric analysis that will allow presenting how the field of study has developed throughout time. This analysis will allow to identify the main contributors to the literature of export barriers such as authors, articles and journals, but also to identify the most common types of studies and frameworks.

The topic is pertinent as it will help to identify the main classification of export barriers and frameworks. Also, we will present other factors that influence exporting barriers, either positively or negatively. Studies such as Morgan & Katsikeas (1998), Leonidou (2004) and Arteaga-Ortiz & Fernandez-Ortiz (2010) create specific framework classifications for exporting barriers which allow for a better understanding of the impacts. Uner *et al.* (2013) and Kahiya & Dean (2016) attempt to analyse the application of exporting stages internationalisation to firms' performance. Exporting stages have originated from the Uppsala Model, introducing detailed stages focusing on the two first stages of the model which concern directly to exporting. Finally, Safavi (2015) addresses the issues of managerial perceptions and free trade zones while Silva *et al.* (2016) analyse issues related to industry type, company size, and how these issues affect exporting barriers.

This study is organised as follows: it starts (Section 1) by presenting a literature review on export barriers, defining exporting barriers, and presenting different types of categorizations; also, the particular relation to internationalisation stages and some other factors affecting exporting barriers are analysed. The methodology is provided in section 2, followed by the results (Section 3). Finally, on the last section, conclusions are presented, as well as limitations and suggestions for future research.

## **1. Literature Review on Exporting Barriers**

This chapter is divided into three parts: the definition of exporting barriers (Section 1.1), followed by an analysis of the existing export barrier types as well as three of the main frameworks present in the literature (Section 1.2). Lastly, an analysis on the topic of exporting stages and other factors affecting exporting barriers is addressed (Section 1.3).

### **1.1. Defining Exporting Barriers**

As stated by Leonidou (1995b), barriers, impediments, hindrances or problems to exporting can be faced by a company at any stage of the internationalisation process, from the initial stages to more advanced and mature stages. These barriers are defined as any constraints or impediments to start, maintain or develop any type of international operation (Leonidou, 1995b). Note that they are mainly related to the perception of barriers, structural problems or operational inability of companies (Arteaga-Ortiz & Fernandez-Ortiz, 2010). Exporting barriers are defined by Arteaga-Ortiz & Fernandez-Ortiz (2010) as an obstacle that will block or discourage companies from developing international activities. Sometimes, companies and their managers have difficulty to understand and define the type of obstacle to exports, as they are unable to determine the nature of such barriers. This situation presents what Arteaga-Ortiz & Fernandez-Ortiz (2010) describe as a perception of an existing barrier that is considered to be an actual export barrier. In other words, the perception that something will block or create problems to a company trying to export may become a real barrier to exports. This change between perception and actual exporting barrier may happen due to the intrinsic relationship that exists between the development of exporting activities and the perception of barriers to exporting (Yang *et al.*, 1992; da Silva & da Rocha, 2001). This relationship between perceptions and actual barriers is connected to the amount of experience managers/directors have in international markets (da Silva & da Rocha, 2001).

The literature on exporting barriers has developed since the 1970's focusing initially on the USA (Kahiya, 2013). According to Kahiya (2013), studies like Alexandrides (1971), Pavord and Bogart (1975) and Bilkey (1978) are some of the first ones to initiate the development of the exporting barriers literature. Bilkey (1978) presents an overview of the exporting activities which companies pursue, giving some focus on exporting

barriers. The author considers several topics such as initiation, motivation, perceived obstacles, business management, firm size, among others and how they affect exporting activities. By presenting the overview on exporting reality of companies, Bilkey (1978) allows for a specific understanding of firm's internationalisation through exporting. Also, this author creates a bridge to the internationalisation path and how this has developed, considering the stages of internationalisation presented by the Uppsala model attempting to understand to which countries firms chose to internationalise. Noting that the Uppsala model indicates that the smaller the distance (both psychological and physical) between two countries the easier the firms' internationalisation to that given country will be (Johanson & Vahlne, 1977).

When considering managerial perceptions, we note that this issue has been approached by several authors, such as Leonidou (1995a) and Cahen *et al.* (2015) among others, due to its ability to have serious consequences on the company's export activities.

According to Schroath & Korth (1989) the managers/directors' main impediment to the success of the firms' exports is the fact that they are not aware of the advantages that come from successfully exporting. The authors conclude that there are numerous and exaggerated perceptions of situations that might go wrong when firms' managers/directors are considering expanding to international markets. These incorrect perceptions, at times, are the biggest obstacle to a firm's internationalisation. This situation becomes even more impactful when the firms in question are non-exporters or exporters with little experience (Rameseshan & Soutar, 1996).

Leonidou (1995a) focuses on the perceptions of non-exporters, which are companies that have not yet started exporting activities but have export potential. The author presents a summary of several studies that considered this issue and presents a list of considerations of these same studies and then processed his study on Cypriot companies. In his study, the author presents that some barriers have a greater impact on non-exporters, such as *"Fierce foreign competition"*, *"Difficulties in offering competitive prices in foreign markets"* and *"Limited availability of information directed to locating and analysing possible markets"* (Leonidou, 1995a, p.12,15). This author also indicates that how companies perceive exporting barriers is vital; this perception is crucial for a firm's ability to determine future engagement and performance in international business. The author concludes that perceptions, especially of non-exporters, determine how they behave in the future, especially when considering the

engagement in the international markets. In other words, companies with no previous experience tend to overemphasise some problems and ignore others when deciding to initiate exporting activities.

Cahen *et al.* (2015) also focuses on the impact of perceptions. The author combines exporting barriers into three clusters: (i)*Institutional barrier* (environments deprived of institutional support), (ii)*Organizational capabilities barrier* (firm's specific factors that impact on exporting activities) and (iii)*Human resource barrier* (communication and staff issues). With this classification, the authors concentrate on specific types of barrier so that they are able to understand how managers/directors perceptions impact them. Finally, Cahen *et al.* (2015) show that for firms managers/directors it is essential to know what barriers can limit international markets entry, in doing so, directly affecting the company's ability to grow and compete in overseas markets. Their results indicate that the second and third clusters of barriers are the ones that have the biggest impact on firms' decisions. However, these conclusions also mean that these clusters (*Organizational capabilities* and *Human resource*) are the most affected by incorrect managerial perceptions.

Milanzi (2012) develops a study that focuses on the importance the firms' networks and their effect on the perceptions of managers/directors regarding exporting barriers. This author concludes that if a firm increases its network and improve it, then the firm creates ties with other companies and institutions gaining knowledge and therefore reducing exporting barrier perceptions through business ties. Johanson & Vahlne (2009) show that the more network connections the firm has, the more advanced the firm is in the internationalisation phase thus creating a bridge with stages of exporting. Based on the work of these authors (Johanson & Vahlne, 2009; Milanzi, 2012) we can conclude that increasing exporting experience will affect the firms positively. This gained experience will help the perceptions of firms' managers/directors to match reality reducing the adverse effects of incorrect perceptions. As stated by Milanzi (2012) and Johanson & Vahlne (2009), the more exporting activity and network connections the firms develops, the easier it will be for directors/managers to adventure into exporting.

From the literature, we notice that the managers/directors' perceptions and their understanding of the exporting barriers faced by their firms have a tremendous impact on internationalisation activities the firms pursue. Authors such as Leonidou (1995a), Arteaga-Ortiz & Fernandez-Ortiz (2010) and Cahen *et al.* (2015) conclude that, at

times, the perceptions and understandings that managers/directors have of exporting barriers can be a larger issue than the actual barriers. For example, if managers/directors believe that their company does not have the necessary financial capability to start exporting activities, they will not attempt it, even if the firm has the financial capability to start exporting. This lack of knowledge will hinder managers/directors instead of the actual barrier (financial constraints) to exports.

Finally, Rameseshan & Soutar (1996) mention that managers/directors can overcome the issue of incorrect perceptions simply by understanding the benefits that come from the same activities. Rameseshan & Soutar (1996) indicate that information and personnel training are key in removing the effects of incorrect perceptions while Sholan & Albaum (1995) show that market driven strategies and the use of experienced staff in exporting will greatly help in reducing managers/directors incorrect perceptions of exporting activities.

## **1.2. Types of Exporting Barriers**

As reported above, exporting barriers can be perceived in various ways and have the power to hinder a firm's ability to best perform in their exporting activities. In this section, we will consider the several types of exporting barriers. Existing literature identifies various ways of categorising export barriers. Morgan & Katsikeas (1997), Leonidou (2004) and Arteaga-Ortiz & Fernandez-Ortiz (2010) are some examples of studies which develop different frameworks to analyse exports barriers.

Morgan & Katsikeas (1997) create a small framework that divides a total of 17 barriers into four categories: *Informational*, *Operational*, *Processed-based* and *Strategic*. The authors present simple definitions for each of the categories: *Informational* are barriers that hinder decision making through deterrence of an efficient planning of exporting activities due to lack of information. *Operational* barriers are defined as, primarily, obstacles associated with marketing mix decisions. *Processed-based* obstacles are barriers that exist due to the relation of the firm with third parties such as customers, distributors, governments and others. Finally, *Strategic* barriers include organisational and resource issues, which affect the way companies address resource allocation and performance improvement. Morgan & Katsikeas (1997) study appears to be, to the best of our knowledge, one of the first attempts at creating a framework for the analysis of exporting barriers which allows firms to understand where to look for issues within their

exporting activity, as well as helping governments with the necessary information to provide support to exporting companies or companies wishing to start the export process.

Before defining the work presented by Leonidou (2004), it is important to note that this study was based on previous works of the same author, namely Leonidou (1995b), which creates a separation of internal and external obstacles. Internal obstacles are barriers intrinsic to the company and usually related to organisational problems of the firm, while external obstacles are barriers linked to the environment on which the company operates (Leonidou, 1995b). Leonidou (2004) presents 39 barriers divided into the two largest categories (internal and external) as mentioned above. Internal barriers have three sub categories: *Informational*, *Functional* and *Marketing*; of the three, *Marketing* was split by the author into five smaller dimensions: *Product*, *Price*, *Distribution*, *Logistics* and *Promotion*. External barriers present four sub categories: *Procedural*, *Governmental*, *Task* and *Environmental*; with the last, such as before, being split into three smaller divisions: *Economic*, *Political-Legal* and *Sociocultural*. The author presents *Informational* barriers as issues regarding identifying, selecting and contacting international markets due to lack of information. *Functional* are barriers relating to the inefficiencies of the various enterprise functionalities such as human resources, production and financial issues. Leonidou (2004) then defines *Marketing* as all problems dealing with the company marketing mix. When looking at external barriers, *Procedural* focus on the operating aspects of transactions with foreign customers, *Governmental* pertain to the actions or inactions of the home government where the company is based. Additionally, the author defines *Task* barriers as the focus on the companies' relationships with customers and competitors and their immediate effect on the firms exporting operations. The final category considered by Leonidou (2004) is *Environmental* which is defined by the author as the barriers where firms have little impact due to being of economic or regulatory nature.

The final categorisation this study will consider is the Arteaga-Ortiz & Fernandes-Ortiz (2010) framework. The authors present 26 export barriers divided into four main categories: *Knowledge*, *Resource*, *Procedure* and *Exogenous*. The framework presented by Arteaga-Ortiz & Fernandez-Ortiz (2010) is, to the best of our knowledge, the most recent and efficient structure of the field of study and will be the basis for the analysis of the present study. In this way, the four categories will be explained in detail



throughout the analysis. It should be noted that generally, the barriers classified by Arteaga-Ortiz and Fernandez-Ortiz (2010) as “*Knowledge barriers*” and “*Resource Barriers*” are considered by Leonidou (2004) as internal, and the “*Procedural barriers*” and “*Exogenous barriers*” are those that Leonidou (2004) classifies as external.

Tables 1, 2 and 3 confront the Arteaga-Ortiz & Fernandez-Ortiz (2010) framework with the frameworks presented by Leonidou (2004) and Morgan & Katsikeas (1997) so that we can perform a more detailed analysis: analyse the similarities and disparities that exist between the frameworks and how they have developed through time. Table 1 focuses on the *Knowledge* and *Resources* Categories and Tables 2 and 3 present the other two categories (*Exogenous* and *Procedure*, respectively).

### ***Knowledge Barriers***

*Knowledge* barriers, presented in Table 1, include those that represent a lack of information or ignorance regarding the processes of exporting (Arteaga-Ortiz & Fernandez-Ortiz, 2010). The knowledge on exporting is positively correlated with the amount of resources a company commits to exporting. This means that the more resources a company commits to exporting the more knowledge a company will obtain from this process (Arteaga-Ortiz & Fernandez-Ortiz, 2010). This category is typically associated to Leonidou (2004), and Morgan & Katsikeas (1997)’s categories named *Informational*, as evidenced in Table A1 in appendix.

Leonidou (2004) presents a total of four *Informational* barriers similar to those presented on Arteaga-Ortiz and Fernandez-Ortiz (2010)’ *Knowledge* category. Additionally, there is one barrier which Leonidou (2004) defined as *Functional*, we have considered is related to the obstacles Arteaga-Ortiz and Fernandez-Ortiz (2010) present in the *Knowledge* category. “*Inadequate/untrained personnel for exporting*” is a problem that Leonidou (2004) considers originating from companies’ inabilities within the human resources department. Also, Arteaga-Ortiz & Fernandez-Ortiz (2010) present two barriers that cannot be directly matched to any of the barriers presented by Leonidou (2004) as we can see from Table 1. These two barriers consider a gap in the firm ability to understand the benefits that can be attained from exporting and the ignorance of the company regarding the programs that the government provides to assist in the exporting activities. Lastly, from the Leonidou (2004) framework we found a second barrier from the *Functional* category that can not be matched to any barrier presented on the Arteaga-Ortiz & Fernandez-Ortiz (2010) framework. However, we

consider being within the scope of the Knowledge category due to the idea that the authors present this barrier in the following manner: the managers/directors lack the necessary expertise, time and development capabilities that would allow them to assist the firms exporting activities.

Morgan & Katsikeas (1997) present three barriers on the category Informational and just as Leonidou (2004), all barriers for this categorization matched barriers within Arteaga-Ortiz & Fernandez-Ortiz (2010)'s Knowledge category. Also, with respect to the barrier "Lack of Staff for exporting planning" presented by Arteaga-Ortiz & Fernandez-Ortiz (2010), there is a greater link between the frameworks presented Morgan & Katsikeas (1997) and Leonidou (2004) due to the fact that they use the same categorization for this barrier: it relates to categories linked to the organizational problems companies face when addressing the international market.

Still regarding the Knowledge barriers, Arteaga-Ortiz & Fernandez-Ortiz (2010) present two obstacles that are not within the scope of Morgan & Katsikeas (1997)' framework: "General Lack of knowledge on how to export" and "Ignorance of the financial and nonfinancial benefits exporting can *generate*", which suggests that Morgan & Katsikeas (1997) did not contemplate general observations or beneficial advantages of exporting. However, Leonidou (2004) later considered general knowledge through "*Inability to contact overseas customers*" which shows us a framework evolution through time. However, from Morgan & Katsikeas (1997) we see that government issues were considered both for domestic and foreign markets which Arteaga-Ortiz & Fernandez-Ortiz (2010) later simplify into "*Lack of knowledge of export assistance programs*". Finally, the last difference between Arteaga-Ortiz & Fernandez-Ortiz (2010) and Morgan & Katsikeas (1997) frameworks in regards to the *Knowledge* categorization is related with the barrier "*Unfamiliarity with the 'nuts and bolts' of government assistance*". Morgan & Katsikeas (1997) classify it as *Process-based* due to understanding that this barrier relates to the inability of the firm to take advantage of the exporting assistance programs, presented by their government, that exist in their domestic environment.

**Table 1:** Knowledge and Resource barriers to exports

Types of Barriers	Identified Barriers in Arteaga-Ortiz & Fernandez-Ortiz (2010)	Identified Barriers in Leonidou (2004)	Identified Barriers Barrier in Morgan & Katsikeas (1997)
Knowledge Barriers	Lack of Knowledge of potential markets	Limited information to locate/analyse markets	Lack of knowledge about overseas markets
		Identifying foreign business opportunities	
	Lack of Staff for exporting planning	Inadequate/untrained personnel for exporting	Lack of personnel experienced in exporting activities
	Lack of information about opportunities for your products/services abroad	Problematic international market data	N/M
	General lack of knowledge of how to export	Inability to contact overseas customers	
	Lack of knowledge of export assistance programs	N/M	Lack of awareness about government information sources on overseas markets
			Unfamiliarity with the 'nuts and bolts' of government export assistance
	Ignorance of the financial and nonfinancial benefits exporting can generate	N/M	N/M
N/M	Lack of managerial time to deal with exports	N/M	
Resource Barriers	High financial cost of the means of payment used in international operations	Shortage of working capital to finance exports	N/M
	Lack of resources to face the period of time needed to recover export-related investments		
	Insufficient production capacity in your firm	Lack of excess production capacity for exports	
	Lack of local banks with adequate international expertise	N/M	
	Inadequate foreign network of the banks you work with		
	N/M	N/M	Lack of resources for marketing research in overseas markets

Source: Adapted from Arteaga-Ortiz & Fernandez-Ortiz (2010, p.404-406), Leonidou (2004, p.283) and Morgan & Katsikeas (1997, p.678-680,684).

N/M – No barrier present on the identified framework can be matched

### ***Resource Barriers***

Obstacles that fall under this category are the ones that result from a lack of some type of resource, such as financial and productive resources (Leonidou, 2004; Arteaga-Ortiz & Fernandez-Ortiz, 2010). Lack of resources or functional barriers is usually related to a failure to reach international markets. This is shown by Alonso & Donoso (1994) (*apud* Arteaga-Ortiz & Fernandez-Ortiz, 2010) when they consider the relationship that exists between a company size and their export activity. To confirm all categories related to *Resource* barriers, see Table A2 in Appendix.

When confronting the frameworks presented in Table 1 we can see that three of the barriers presented by Arteaga-Ortiz & Fernandez-Ortiz (2010) can be directly related to two barriers which have already been mentioned by Leonidou (2004). It is also important to note that all the obstacles identified by Leonidou (2004) that match this framework are from the same category (*Functional*). Additionally, Arteaga-Ortiz & Fernandez-Ortiz (2010) include two other barriers that we have not been able to identify or create a specific relation to Leonidou (2004)'s framework. Both barriers are connected to the relationships firms have with the banking institutions involved in the firms exporting activities, both foreign and domestic. The dependence that exists between firms and banking institutions has not been considered in the framework presented by Leonidou (2004).

When considering the framework presented by Morgan & Katsikeas (1997), we note two situations worth mentioning. From Table 1, we see that *Resource* barriers defined by Arteaga-Ortiz & Fernandez-Ortiz (2010) have been left outside the scope of Morgan & Katsikeas (1997)'s framework. Secondly, two barriers were considered: “*Lack of personnel experienced in exporting activities*” and “*Lack of resources for marketing research in overseas markets*”. The first barrier was defined by Morgan & Katsikeas (1997) as a *Strategic* barrier. However, this barrier was mentioned in the *Knowledge* category presented by Arteaga-Ortiz & Fernandez-Ortiz (2010) and we consider that this obstacle fits best in this category. The other barrier (“*Lack of resources for marketing research in overseas markets*”) was classified by Morgan & Katsikeas (1997) as *Informational*, however, we consider that it fits best in the *Resources* category as, from our understanding of the author's definition, this barrier relates to marketing research and information, the real hindrance being the firm's lack of resources to attain the needed information.

### ***Exogenous Barriers***

Exogenous barriers are the result of actions that cannot be controlled by firms and arise from the uncertainty of international markets (Leonidou, 1995b). These uncertainties can arise from a direct effect of other players present in the market or specific conditions. Actions of governments and other firms, fluctuations of the exchange rates, as well as the demand and supply of goods (Yang 1988) (*apud* Arteaga-Ortiz & Fernandez-Ortiz, 2010) are some examples of the issues that can incapacitate the firms' export activities.

When comparing the three frameworks presented on Table 2 we conclude that all the barriers presented by Arteaga-Ortiz & Fernandez-Ortiz (2010) have already been addressed by Leonidou (2004). However, Leonidou (2004) presents one barrier that cannot be matched to any of Arteaga-Ortiz & Fernandez-Ortiz (2010) barriers: "*Lack of home government assistance/incentives*". This barrier had already been analysed by Morgan & Katsikeas (1997), who defined it as "*Lack of government incentives*". The presence of this barrier means that companies entering foreign markets know that they will not have assistance from the domestic government, increasing the risks they may incur when attempting to export. When confronting the three frameworks, we also notice that Morgan & Katsikeas (1997) did not consider exchange rate issues relating to political instability and risks of losing money due to working abroad.

Additionally, if we check Table A3 in Appendix, we can review the categorizations presented by all authors concerning the barriers on Table 2. It is noticeable that Leonidou (2004) was more specific in detailing the origins of the exogenous barriers. This author, as mentioned above, divided the *Environmental* category making it easier to understand the origins of the exporting barriers. To note that Leonidou (2004) presents a barrier, "*Keen competition in overseas market*", which was classified by this author as a *Task* barrier and that can be classified as exogenous as it relates to the firm inability to react to the actions of foreign companies on their domestic markets.

**Table 2:** Exogenous barriers to exports

Identified Barriers in Arteaga-Ortiz & Fernandez-Ortiz (2010)	Identified Barriers in Leonidou (2004)	Identified Barriers Barrier in Morgan & Katsikeas (1997)
Strong overseas competition	Keen competition in overseas market	Strong overseas competition
High value of the euro	Foreign currency exchange risks	High relative value of UK sterling
Risk from variation of the exchange rates		
Risk of losing money by selling abroad	Poor/deteriorating economic conditions abroad	N/M
Political instability in the destination country	Political instability in foreign markets	
N/M	Lack of home government assistance/incentives	Lack of government incentives

Source: Adapted from Arteaga-Ortiz & Fernandez-Ortiz (2010, p.404-406), Leonidou (2004, p.283) and Morgan & Katsikeas (1997, p.678-680,684).

N/M – No barrier present on the identified framework can be matched

From Table 2 we can confirm that Morgan & Katsikeas (1997) had already considered the barrier “Strong overseas competition”, having Arteaga-Ortiz & Fernandez-Ortiz (2010) adopted the same designation. From Table A3 in Appendix we confirm that all the obstacles presented by Arteaga-Ortiz & Fernandez-Ortiz (2010) in the *Exogenous* category are classified by Morgan & Katsikeas (1997) as *Strategic* which is surprising as these would relate to resource and organisational issues and not to problems that the company is unable to control.

### ***Procedure Barriers***

The *Procedure* classification is the one that includes the most diverse types of barriers when comparing to the remaining three classifications. In this type of barriers, Arteaga-Ortiz & Fernandez-Ortiz (2010) include all possible obstacles that might arise from the performance of the firm itself. However, we can see from Table 3 that Leonidou (2004) presents a framework which is far more detailed as most of the barriers presented by Arteaga-Ortiz & Fernandez-Ortiz (2010) can be matched to two or more barriers from Leonidou’s (2004) framework with two exceptions. Firstly, Arteaga-Ortiz and Fernandez-Ortiz (2010) propose a separation of tariff and non-tariff trade barriers due to the existence of free markets such as the European Union which was not considered by Leonidou (2004). These markets provide companies with a reality where all tariff trade barriers have been abolished, becoming easier for firms to trade internationally (directly

reducing the number of existing barriers to exporting). The second exception is the barrier “*Differences in product usages in foreign markets*” which corresponds to a single barrier on the Leonidou (2004) framework. However, when looking at Morgan & Katsikeas (1997)’ approach we confirm from Table 3 that the number of barriers is lower combining several issues such as logistics problems and linguistic differences.

When considering the linguistic and cultural constraints, similar to Leonidou (2004), Arteaga-Ortiz and Fernandez-Ortiz (2010) argue that the automatic combination of culture and language should not be used because some cultures might be very different and still use the same language. However, this is the case in the older framework presented by Morgan & Katsikeas (1997) as presented in Table 3. An example of this differentiation between linguistic and cultural constraints are the British companies, which even though the language proximity is high, this might not be accompanied by high cultural proximity (Westhead *et al.*, 2002) (*apud.* Arteaga-Ortiz and Fernandez-Ortiz, 2010). Concerning authors classifications, present on Table A4 in Appendix, we should highlight the barrier “*Different foreign customer habits/attitudes*” presented in Leonidou (2004) framework. This author classified the barrier as “*Task*” because the firm needs to adapt itself to the reality of foreign third parties such as customer actions. Morgan & Katsikeas (1997) classification of *Processed-based* for this particular barrier makes sense, as this category is based on the firm's reactions to third parties.

Regarding logistical issues, Arteaga-Ortiz & Fernandez-Ortiz (2010) consider this as the act of moving the goods to the customers, supplier and intermediaries and present it as being of high importance when working with international markets. From our understanding, the logistical issues consider three barriers: *Transportation costs and shipping arrangements*, *Logistical difficulties*, and *Locating a suitable distributor or distribution channels*. From Table 3 we can confirm that Morgan & Katsikeas (1997) combined all these issues while Leonidou (2004) went into more detail. Looking at Table A4 in Appendix we note that Leonidou (2004) classified the barriers related to logistics as *Marketing*. Additionally, we note that Morgan & Katsikeas (1997) defined the single barrier for logistics as *Operational*. From the definitions of both categorizations, presented above, this categorization for logistical issues makes sense.

**Table 3:** Procedure barriers to export

Identified Barriers in Arteaga-Ortiz & Fernandez-Ortiz (2010)	Identified Barriers in Leonidou (2004)	Identified Barriers Barrier in Morgan & Katsikeas (1997)
Documentation and red tape required for the export operation	Unfavourable home rules and regulations	Extensive export documentation requirements
	Slow collection of payments from abroad	
	Unfamiliar exporting procedures/paperwork	
Language differences	Problematic communication with overseas customers	Difficulty to communicate with overseas customers
	Verbal/nonverbal language differences	
Cultural differences	Unfamiliar foreign business practices	
	Different sociocultural traits	
	Different foreign customer habits/attitudes	
Tariff barriers to exports	High tariff and nontariff barriers	Restrictive foreign tariffs, rules and regulations
Nontariff barriers related to the standardization and homologation of the product, or health, phytosanitary or similar barriers		
Differences in product usages in foreign markets	Adapting export product design/style	Difficulty in meeting export product design and style requirements
Cost of adapting the product to the foreign market	Meeting export product quality standards/specs	Difficulty in meeting export product quality standards
	Meeting export packaging/labelling requirements	Difficulty in meeting export packaging and labelling requirements
	Strict foreign rules and regulations	N/M
	Developing new products for foreign markets	

Source: Adapted from Arteaga-Ortiz & Fernandez-Ortiz (2010, p.404-406), Leonidou (2004, p.283) and Morgan & Katsikeas (1997, p.678-680,684).

N/M – No barrier present on the identified framework can be matched



**Table 3 (continued):** Procedure barriers to export

Identified Barriers in Arteaga-Ortiz & Fernandez-Ortiz (2010)	Identified Barriers in Leonidou (2004)	Identified Barriers Barrier in Morgan & Katsikeas (1997)
Transportation costs and shipping arrangements	Difficulty in supplying inventory abroad	Lack of awareness/access of export distribution channels
	Excessive transportation/insurance costs	
Logistical difficulties	Unavailability of warehousing facilities abroad	
	Maintaining control over foreign middlemen	
Locating a suitable distributor or distribution channels	Accessing export distribution channels	
	Complexity of foreign distribution channels	
	Obtaining reliable foreign representation	
N/M	Adjusting export promotional activities	Promotional needs required in overseas markets
	Difficulty in matching competitors' prices	Lack of products' competitive price in overseas markets
	Offering technical/after-sales service	N/M
	Offering satisfactory prices to customers	
	Granting credit facilities to foreign customers	

Source: Adapted from Arteaga-Ortiz & Fernandez-Ortiz (2010, p.404-406), Leonidou (2004, p.283) and Morgan & Katsikeas (1997, p.678-680,684).

N/M – No barrier present on the identified framework can be matched

From Table 3 we see that Leonidou (2004) presents five other barriers that were not considered by Arteaga-Ortiz & Fernandez-Ortiz (2010)' *Procedure* category, two of which directly match barriers identified by Morgan & Katsikeas (1997). In regards, to the categorizations these authors present, we can confirm from Table A4 in Appendix that Leonidou (2004) classified them as *Marketing* and Morgan & Katsikeas (1997) as *Operational*, showing that some more specific issues were not addressed by Arteaga-Ortiz & Fernandez-Ortiz (2010). The three more specific barriers which only Leonidou (2004) considered are related to customer interactions: the ability to offer technical and after sales services as well as good pricing. From this information, we can indicate that Arteaga-Ortiz & Fernandez-Ortiz (2010) did not consider, when creating their framework, the dependency on the customers when entering a market where the target might be different from the firm's domestic market.

Finally, from Table A4 in Appendix, we see that Leonidou (2004) categorizes *Procedural* barriers as a mix of both *Internal* and *External*. Barriers relating to governmental documentation, tariff and non-tariff barriers, as well as cultural and language barriers are seen by this author as *External* and the remaining as *Internal* barriers, with one exception. The barrier Arteaga-Ortiz & Fernandez-Ortiz (2010) define as “*Cost of adapting the product to the foreign market*” is connected to several barriers from both Leonidou (2004) and Morgan & Katsikeas (1997), most of which are *Marketing* and *Operational* categorizations for the respective frameworks. The specific difference we can see from Table A4 in Appendix is that the barrier Leonidou (2004) defines as “*Strict foreign rules and regulations*” and classify as *Environmental* can be matched to the one mentioned by Arteaga-Ortiz & Fernandez-Ortiz (2010) as the author defines “*Strict foreign rules and regulations*” in the following way: “(...) *it is important for Small firms to adopt a contingency approach weighing the pros and cons of adapting the product, as opposed to standardizing it, in each market.*” (Leonidou, 2004, p.289).

From Tables A1 to A4, we can understand that the categorization of exporting barriers differs depending on the understanding of the author working them. The perception of authors towards barrier categorization is becoming similar as time passes. Different authors start to classify specific exporting obstacles in the same way. The development of the literature will continue around the idea that these frameworks will eventually merge into a robust and more detailed framework that companies, governments and researchers can use to surpass exporting barriers.

### **1.3. Factors that influence export barriers**

The previous section has reviewed the range of export barriers identified by various authors who have addressed the issue. Some authors argue that the importance of each of the barriers to firms depends on the stage of export they are in. Additionally, some studies focus on other factors such as the geographical location of firms, the industry type, among others. We then address these factors.

#### **1.3.1. Stages of Exporting**

The first study to consider Stages of Internationalization was, to the best of our knowledge, Johanson & Wiedersheim-Paul (1975). In their study, the authors present a four-stage process that represents the firms’ development in their internationalization.

The authors present a simplified model that analyzes four distinct Swedish firms and how they expand to other markets pointing out that internationalization is a consequence of a series of incremental decisions (Johanson & Wiedersheim-Paul, 1975). Two years later, Johanson & Vahlne (1977) develop an empirical work that focuses on the firms' international development of operations throughout several individual markets. This empirical work concludes that the development of the firms' internationalization processes mostly depends on knowledge, commitment to the market entry and the amount of resources committed to the internationalization process. Johanson & Vahlne (1977)' analysis gave rise to the so-called Uppsala Model, which shows that there is a gradual and continuous development of firms when trying to enter foreign markets. The authors specify that this gradual development is divided into four stages that focus on an increased investment in internationalization: first a firm will start by exporting sporadically, allowing the company to attain a perception about the nature and size of the market they have just entered; the firm will then proceed to export via a foreign agent achieving higher amounts of sales; the next step is to create a sales office in the target foreign market; and finally, the firm can then proceed to the creation of a wholly owned productive subsidiary.

When focusing exclusively on exporting, we note that some authors, namely Bilkey & Tesar (1977), Leonidou & Katsikeas (1996), Kahiya & Dean (2016) among others, utilize the specific contribution of the Uppsala Model and develop it even further creating detailed stages, giving rise to exporting stages. Bilkey & Tesar (1977) develop the two stages of exporting presented by the Uppsala Model to a larger amount of stages synthesised in Table 4. This development on the exporting stages would allow governments, companies and other agents to better approach the specific issues on exporting. However, the biggest development of Bilkey & Tesar (1977) was the creation of a two-way division that will be the focus of several authors: Non-Exporter and Exporter firms. For several years the development of differences in behaviours and perceptions of these two types of companies have been considered by authors such as Czinkota & Johnston (1981), Leonidou (1995a, 2000), Suarez-Ortega (2003) among others.

**Table 4: Stages of Exporting**

Stage	Description
1	Management is not interested in exporting; would not even fill an unsolicited export order
2	Management would fill an unsolicited export order, but makes no effort to explore the feasibility of exporting
3	Management actively explores the feasibility of exporting (can be skipped if unsolicited export orders are received)
4	The firm exports on an experimental basis to some psychologically close country
5	The firm is an experienced exporter to that country and adjusts exports optimally to changing exchange rates, tariffs, etc.
6	Management explores the feasibility of exporting to additional countries that, psychologically, are further away
7 +	The more a firm exports, the more it continues to search its exporting development

Source: Bilkey & Tesar (1997, p.93)

Leonidou & Katsikeas (1996) performed an analysis of the main empirical studies of the stages of exporting such as Bilkey & Tesar (1977), Wiedersheim-Paul, Olson & Welch (1978), Wortzel & Wortzel (1981), Moon & Lee (1990) (*apud* Leonidou & Katsikeas, 1996) among others. The authors analyse the several models presented in the studies and consider that these can be generalized into three main stages of exporting: the pre-engagement phase, the initial phase and the advanced stage, as evidenced on Figure 1. Also, they indicate that there is a significant number of variables such as “*Managerial Characteristics*”, “*Management Style*”, “*Information amount and acquisition*”, “*Market Selection*”, “*Barriers and Inhibitors*” among others, which affect these stages and firms’ behaviour.

**Figure 1: Different stages of exporting**

Source: Adapted from Leonidou & Katsikeas (1996)

Leonidou & Katsikeas (1996) present the pre-engagement stage as one where the company focuses on the investigation and willingness to initiate exporting as well as the companies’ ability to collect and transmit this information to the exporting activity. This stage includes three types of firms: firms selling in the domestic market and not interested on the international market; firms selling on the domestic market and considering exporting activity; firms that used to export but no longer perform this

activity (Leonidou & Katsikeas, 1996). The initial stage is defined as one where companies have some sporadic exporting activity and therefore they can either increase their overseas involvement or if unable to cope with the international requests or surpass any existing barrier to withdrawal from their international involvement. The advanced stage includes the most experienced firms in the international activity: firms with high overseas experience; firms that frequently consider higher and more involving overseas activities (Leonidou & Katsikeas, 1996).

The reason exporting stages are now being reconsidered is due to some researchers of this field of study (Leonidou *et al.*, 2010; Pinho & Martins, 2010; Uner *et al.*, 2013) and how they have now been addressing this topic.

Leonidou *et al.* (2010) indicate that it would be easier to understand which are the main exporting barriers by linking them to the exporting stages, especially when trying to understand the effects of the external influences that occur during these stages. In other words, by separating stages, it would be easier to address external barriers that affect each of the different stages differently.

Pinho & Martins (2010) consider non-exporters and focus on the effects of the perceptions of barriers to exporting in the North of Portugal and their hindrances to exporting. The framework the authors used was based on Tesfom & Lutz (2006) (*apud* Pinho & Martins, 2010) who in turn used Leonidou (2004) separation of internal vs external barriers to create a framework that would adapt to their specific study. Pinho & Martins (2010) present a total of 26 exporting barriers and define the different effects of the firms' perceptions on firms at the various stages of exporting. These authors conclude that non-exporters are most affected by barriers considered to be *Knowledge* related and exporters to be most affected by *Procedural* barriers.

However, Uner *et al.* (2013) indicate that incorrect perceptions of existing barriers occur throughout all the exporting stages. In other words, although we might create a separation of the exporting stages, the perception of managers/directors will not necessarily follow this thought process. It is important to note that these authors write that even though there are barriers that affect firms in specific stages, this does not mean that the company will not be affected by any other type of obstacles to exporting. The firm might even be affected by the incorrect perception of its manager/director that a barrier will complicate exporting when the barrier is not within the presented scope of the exporting stage. This means that if a manager/director believes a barrier will affect

the company, it does not matter if the literature indicates that a specific barrier will or will not influence the company at a specific stage. Incorrect perceptions of barriers vertically affect all exporting stages (Uner, *et al.*, 2013).

Kahiya & Dean (2016) stress the importance of exporting stages in the analysis of export barriers. However, they are aware that stages of exporting were questioned almost since their inception, notably by Cavusgil (1984) (*apud* Kahiya & Dean, 2016) due to several disadvantages. Stages of exporting have been criticized for:

*“(...) being deterministic; for not accommodating the phenomenon of early or rapid internationalization, and thus failing to explain the international expansion of all firms; for not explicating on the movement of firms between stages or micro internationalization; and for inaptly presuming that all internationalization is onward.”* (Kahiya & Dean, 2016, p. 76).

On their study Kahiya & Dean (2016) revisit the idea that the stages of exporting are a crucial part of the study of exporting barriers, arguing that even though there are some clear disadvantages, they believe this is the best way to understand firm exporting development. The authors create a separation of six stages of exporting presented according to Table 5 and indicate that exporting barriers have different effects depending on the stage a firm is classified in.

**Table 5:** Stages of exporting

Stage	Name	Description
1	Uninterested Unexporter	Firm is not currently exporting and is not interested in exporting.
2	Interested Beginner	Firm is interested in exporting and is prepared to fill unsolicited orders, but makes no effort to explore feasibility of exporting.
3	Explorer	Firm is interested in developing exports and actively explores export feasibility.
4	Experimenting Exporter	Firm attempts to solicit overseas business and exports experimentally primarily to countries that are physically and/or psychically closer to New Zealand.
5	Semiexperienced Exporter	Firm is a semi-experienced exporter.
6	Experienced Exporter	Firm is an experienced exporter and constantly explores feasibility of exporting to additional countries that are physically and/or psychically distant.

Source: Kahiya & Dean (2016, p. 79)

We notice that Kahiya & Dean (2016) reach several conclusions regarding which barriers have a greater effect on a company depending on their stage. According to the authors, the greater the experience and expansion of a firm regarding their exporting activities the harder it becomes for companies to overcome *Resources* and *Procedure*

barriers [considering the Arteaga-Ortiz and Fernandez-Ortiz (2010) framework]. However, as firms move through exporting stages *Knowledge* barriers lose their impact on the firm due to the gains in exporting experience. Kahiya & Dean (2016) also conclude that *Exogenous* barriers are constant throughout all stages of exporting. These barriers will affect in the same manner both an inexperienced firm (*Uninterested Unexporter* or *Interested Beginner*) and a more experienced firm (*Semiexperienced Exporter* or *Experienced Exporter*) because businesses are only able to adapt to exogenous barriers to a certain extent.

The results presented by Kahiya & Dean (2016) are very similar to the ones that Suarez-Ortega (2003) had already presented. Suarez-Ortega (2003) made a comparative study regarding the effects of barriers on companies in the Spanish wine industry also considering exporting stages (see Table 6).

Suarez-Ortega (2003) concluded that firms with little to no experience in exporting (*Uninterested non-exporters* and *Interested non-exporters*) are more affected by *Knowledge* issues. Regarding *Resources* obstacles these, like *Knowledge* issues, mostly affect the initial stages, but concentrating on the companies that are interested in exporting (*Interested non-exporters*). Regarding the other two types of barriers, *Procedural* barriers mostly affect middle stage companies (*Initial exporters*) which mean they intend and try to export but lack experience. However, one of the differences between this study and Kahiya & Dean (2016) is that, according to Suarez-Ortega (2003), *Exogenous* barriers do not present relevant issues regarding the middle stages of exporting but significant differences when comparing experienced stages (*Experienced exporters*) with the initial stages (*Uninterested non-exporters* and *Interested non-exporters*).

**Table 6:** Stages of exporting

Stage	Name	Description
1	Uninterested non-exporters	Firms that have had no export activity in the near past and have no intention to start exporting.
2	Interested non-exporters	Firms that have had no export activity in the near past or have marginally exported, but are interested in starting an active export activity.
3	Initial exporters	Exporters that are taking the first steps in export markets.
4	Experienced exporters	Exporters with a great experience in marketing to foreign markets.

Source: Suarez-Ortega (2003, p. 411)

### 1.3.2. Other factors affecting exporting barriers

The last section of our literature review will focus on presenting other factors that influence exporting barriers. To do so, we will present three studies which have their unique perspectives on how issues such as geographical location, free trade zones, industry type, among others affect exporting barriers.

Da Silva & da Rocha (2001) present an empirical work considering 30 barriers that affect firms working within the MERCOSUR free trade market. This work presents factors such as troubles gathering reliable information from the market being analysed, geographical differences and corruption problems. These authors select the ten most important obstacles that have been perceived by firms within their scope from a total of the 30 considered barriers. However, as this work depends on managers/director's perceptions, therefore results reliability might be an issue. According to da Silva & da Rocha (2001), some of the managers/directors which have been surveyed might be, in a way, bias as they present perceptions that can be a bit different to the reality that exists in the markets. Da Silva & da Rocha (2001) note that attributing the fault to external factors can be one of the ways for managers/director to refrain from taking the blame themselves for any possible failure to the exporting process. As da Silva & da Rocha (2001, p.606) report *"To attribute problems to external causes has been shown in the social psychology literature to be a recurring human response"*.

The results presented by da Silva & da Rocha (2001) are not aligned with the usual results of studies focusing on European or North American economies. This misalignment is shown by the fact that the main barriers defined by exporting firms in the MERCOSUR are what Leonidou (1995b) defined as external barriers while the European and North American firms are usually most affected by what Leonidou (1995b) defined as internal barriers (Mittelstaedt *et al.*, 2003). Da Silva & da Rocha (2001) indicate that the reason for external factors to be considered as the main impediments to exporting might be related to an attempt of directors/managers to implicate governments and the amount of corruption existing in MERCOSUR economies as the reason for the high impact of these types of barriers. These same authors conclude that the three most important barriers are related to problems with obtaining information, lack of commitment when initiating exporting activities to new markets and political problems. These results seem sensible due to the fact the



MERCOSUR includes countries with less political stability than the European or North American markets.

The second considered work by Safavi (2015) presents a study that focuses on understanding what are the main perceived and actual barriers to exporting firms within Iran's free trade zones (established by the government in 1993). To achieve such purpose, the author presents a total of ten exporting barriers which he then divides into three specific categories (*Human Resources*, *Financial* and *Market Barriers*). The study sampled a total of 77 firms reaching several conclusions. The first conclusion is that *Human Resource* barriers are the most impactful types of barriers for firms attempting exporting activities, notably “*Deficiency of foreign trade staff*”. When considering *Financial* obstacles, “*Delay in receiving foreign payments*” was the most impactful, and finally from *Market Barriers*, “*Bureaucratic requirements*” topped the list. All three of the most impactful barriers presented by Safavi (2015) are also seen in Leonidou (2004) and Arteaga-Ortiz & Fernandez-Ortiz (2010) as having relevant positions within their defined frameworks. These conclusions suggest that the existence of free trade zones and differences in geographical locations have an impact on how exporting barriers affect companies in these locations.

The last empirical work considered is Silva *et al.* (2016). The authors attempt to understand what are the effects on exporting barriers considering differences between specific firms, such as firm size and industry type. Silva *et al.* (2016) present a series of exporting barriers used in previous works and considered types of industry such as manufacturing, construction, retail services, services and others, and companies' size. The authors conclude that the impact exporting barriers have on the firms is influenced by the type of industry. However, the same does not happen with firm size. Specifically, Silva *et al.* (2016) indicate that firms which are part of the retail trade and services industries are the most affected by exporting issues. It is possible, from this empirical study to conclude that there are external issues to exporting activities that will influence a firm's ability to export successfully. This effect comes from the fact that these types of industries are more sensitive to exporting barriers which present situations that do not depend in any way on the company for a successful endeavour in exporting.

## **2. Methodological Approach**

The main purpose of this section is to approach the initial considerations for the adopted methodology. As such, section 2.1 will explain the methodology that will be used, and section 2.2 has the purpose of describing the fundamental workings to be able to apply bibliometric techniques.

### **2.1. Bibliometry as an instrument to support literature review**

With the aim of identifying the main facts of the selected literature review, we believe that the proper methodology to use would be a bibliometric analysis. The fact is that exporting is not a new phenomenon, there is a lot of research and bibliometric studies such as our own applied to exporting, but the same cannot be stated about exporting barriers. In this way, our study is, to the best of our knowledge, the first attempt at creating a bibliometric analysis on exporting barriers.

According to Thelwall (2008) and Cobo *et al.* (2015), there are two main methods to develop a bibliometric analysis. The first method is a performance or evaluative analysis and the second one, a science mapping or relational bibliometrics. A performance or evaluative analysis encompasses the measurement of document properties and document-related processes and a science mapping consists of the display of conceptual, social and intellectual structure of the field of study as well as a presentation of the dynamical aspects of the area of study (Thelwall, 2008; Cobo *et al.*, 2015). In the present study, we will develop a performance or evaluative analysis. It would allow understanding of the status of the exporting barriers field of study, permitting the assessment of the impact and status of existing scientific contributions from authors and journals (Thelwall, 2008).

Several authors have defined bibliometrics, and to an extent, they mostly reach the same conclusions, as Table 7 shows. Bibliometry attempts to analyse the body of literature for any specific field of study in a statistical perception (Diodato, 1994; Ferreira, 2011) (*apud* Ferreira *et al.*, 2014). As stated by Ferreira *et al.* (2014, p.2551) “*Bibliometric studies use the extant published research to examine and delve into the patterns and trends of what has been published, thus helping explore, organize and make sense of the work that has been done in a certain discipline or subject of study.*”

**Table 7: Definitions of Bibliometry**

Author (Year)	Definition
Pritchard (1969)	The application of mathematics and statistical methods to books and other media of communication
Fairthorne (1969)	The quantitative treatment of the properties of recorded discourse and behaviour appertaining to it
Hawkins (1977)	The application of quantitative analysis in the bibliographical references of the body of literature
Lancaster (1977)	The study of patterns of authorship, publication and literature use by applying various statistical analyses
Schrader (1981)	The scientific study of recorded discourse
Potter (1981)	Bibliometrics is a means for the study and measurement of all forms of written communication, their authors and publication patterns
White & McCain (1989)	The quantitative study of literatures as they are reflected in bibliographies
Diodato (1994)	The study of publications and communication patterns in the distribution of information by using mathematical and statistical techniques, from counting to calculus

Source: Own Elaboration based on Osareh (1996)

## 2.2. Steps of the Bibliometric Analysis

To apply our methodology the first step is to select data sources that will be used. For this study, we have selected two main bibliographic databases, Thompson Reuters' Web of Science (WoS) and Elsevier's Scopus. These are the two of the best tools for bibliometric studies and evaluations of scientific productions according to Cobo et al. (2015) for WoS and Pinto et al. (2013) (*apud* Pato & Teixeira, 2013) for Scopus. Combined they present over 33,000 journals (WoS – 13,605; Scopus – 20,346) (Mongeon & Paul-Hus, 2016) and this is the reason why they have been selected for the present work.

The next step was to select the articles to include in the bibliometric analysis. To do so, we have selected various keywords searched on “Title, authors, abstracts and keywords” applied to both WoS and Scopus: the main keyword was “Exports”, combined with the eight secondary keywords presented in Table 8. This process allowed for a total of 15,503 articles (7,955 on WoS and 7,548 on Scopus).

**Table 8:** List of Secondary Keywords and findings for each database, before and after applying related filters

Database	Secondary Keywords	Total number of Articles found	After applying filter*
WoS	Obstacles	357	79
	Impediments	119	50
	Hindrances**	36	8
	Blocks	2,457	60
	Barriers	1,919	526
	Hurdle	59	9
	Limitations	1,694	235
	Boundary	1,314	55
<b>Total</b>		<b>7,955</b>	<b>1,022</b>
Scopus	Obstacles	553	239
	Impediments	189	87
	Hindrances	50	19
	Blocks	1,556	108
	Barriers	2,170	925
	Hurdle	105	31
	Limitations	1,768	523
	Boundary	1,157	138
<b>Total</b>		<b>7,548</b>	<b>2,070</b>

\* The category filters for WoS were: Economics; Business; Management; International Relations; and Business Finance. The category filters for Scopus were: Social Sciences; Economics, Econometrics and Finance; Business, Management and Accounting.

\*\* There were no results for filter International Relations

To be able to focus only the on the relevant areas of studies we filtered our results to have a workable sample and applied specific filters to each of the databases. Results are also presented in Table 8. Important to note that our search was performed on two distinctive dates for each of the bibliometric databases. The Scopus information was retrieved on the 10th April 2017, and the Web of Knowledge information was retrieved on the 14th of April 2017 and manually confirmed and checked with *Microsoft Excel* spreadsheets.

In order to optimize our sample, we then combined both extracted databases and matched the databases EID (Unique Academic work identifier) from both databases independently and reduced the number of articles to 2,905 (955 for WoS and 1,950 for Scopus). After this step, we matched the DOI's from all articles reducing the sample to 2,396 articles. During the previous process, we noticed some articles were missing DOI. Therefore we proceeded to match all titles so we could verify if there were any existing

duplicates. This process allowed for the sample to be reduced to 2,282 articles (337 exclusively on WoS; 1,703 exclusively on Scopus; 242 in both Scopus and WoS).

From this point, we initiated an Abstract analysis by reading every single abstract from the list and categorizing each of them in three possible ways: “Probably Yes” (meaning that it was highly likely the article was within the scope of exporting barriers), “Maybe” (meaning there was a high possibility for the article to be within the scope of the study), and “No” (which indicated that we were certain to the extent of our knowledge that the article was not within the scope of our study). After performing this analysis, we removed all the “No” from the sample attaining 398 studies. To correctly classify these articles, we proceeded to read both the introduction and conclusion of all the items on the list. This would allow for us to decide whether the article would be fit or not to be within the scope of our Bibliometric analysis. From this step onwards, we classified the articles in three possible ways: “Yes”, “Maybe” and “No”. The results were as follows: 90 articles classified as “Yes” (article is without any doubt within the scope), 68 articles classified as “Maybe” (some doubt still exists whether the article is or not within the scope or there was no access to the integral text) and finally 239 articles were classified as “No” which meant they could be removed from the bibliometric analysis.

On the final section, the purpose was to decide on the last 68 articles that were classified as “Maybe” on the previous step, by reading the full text. From the 68 articles, 36 of them were read in full and classified as “Yes” (11 articles) and “No” (25 articles). When considering the last 32 articles on the list, despite the efforts made, it was not possible to obtain the full text. However, we decided to consider the information presented only in the abstracts, allowing to add six other articles to the bibliometric analysis, which we believed to be within scope. All articles classified as “No” were removed from the bibliometric database.

To sum up, from these steps, we reached a bibliometric data base that included 107 articles (101 integral and 6 abstract-based of which 30 were from both WoS and Scopus, 64 were exclusively from Scopus, and 13 were exclusively from WoS).<sup>1</sup>

It is important to mention that for an article to be considered within the scope of our study it must focus on one or more barriers to exporting not including barriers to trade which might include types of barriers that do not apply to exporting exclusively. Also, export performance analysis was not considered if it did not, at any point of the study, focused on exporting barriers or how to surpass them to improve exporting performance. This is because export performance studies also consider export incentives which do not relate to our topic. Finally, any macroeconomic studies that focused on how the government policies would affect exporting by helping firms surpass informational, financial or any style of exporting barrier were also included in the scope of our study.

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<sup>1</sup> From the results, we found a specific situation we believe is worth mentioning. The article named “Export problems experienced by high- and low-performing manufacturing companies: A comparative study” by Köksal & Kettaneh, (2011) appears twice on the Scopus database from 2 separate Journals (“Qualitative Research in Organizations and Management” and “Asia Pacific Journal of Marketing and Logistics”). However, when we searched for the full text on the publisher website we were linked to the “Asia Pacific Journal of Marketing and Logistics” as well as the volume and issue matched this same journal for both matches. For this reason, we removed the “Qualitative Research in Organizations and Management” mention.

### **3. Results from the application of Bibliometric techniques**

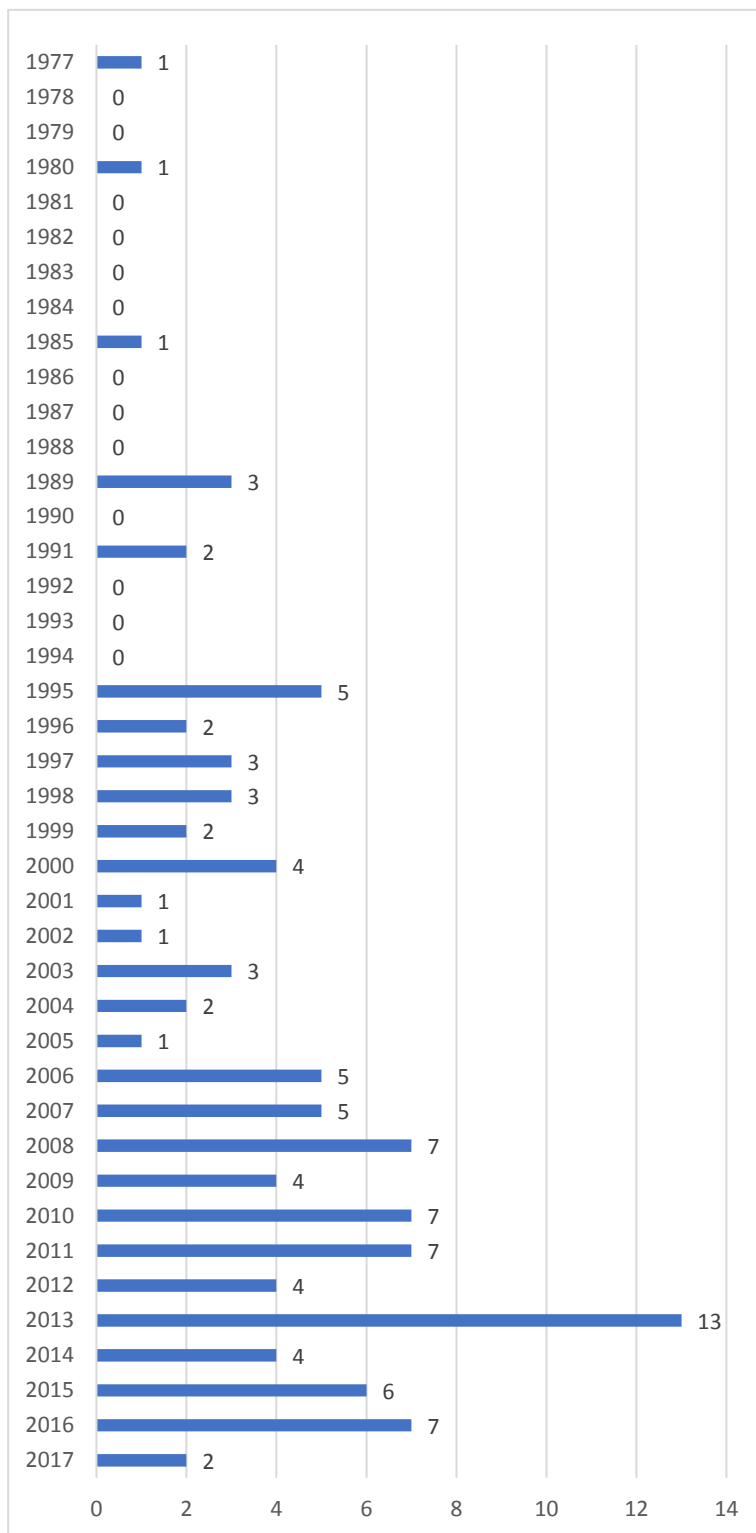
In this section, we will present the results obtained from applying several bibliometric techniques. The section is divided into three subsections: General characterization (3.1), Article characterization (3.2), and Types export barriers (3.3). The main bibliometrics techniques used are Publication Counting and Citations Analysis. These techniques present a plethora of indicators that will help to perform the analysis of the topics we are ensuing. These have already been approached by several authors such as Osareh (1996), Teixeira (2013), Ferreira et al. (2014), Cobo *et al.* (2015) and Mongeon & Paul-Hus (2016) when analysing different topics and presented to be reliable to attain a good perception of the existing literature.

#### **3.1. General characterization of the sample**

In this subsection, we will focus on the characterization of our bibliometric sample. From the obtained results, we see from Graphic 1 that the considered time frame goes back to 1977 which is in accordance with the mentioned timeline of our literature review (the 1970's). From the results, the focus on exporting barrier re-emerges in 1989, reappearing in 1991 and 1995. From 1995 onwards we confirm from Graphic 1 that, there have been yearly publications, notably after 2006 this field of study appears to gain some importance. If we do not take into account for 2017 which is not yet over, the average of published articles from 2006 to 2016 is 6.2 articles per year showing that exporting barriers have gained serious importance in recent years.

We should note that the timeframe of our studies has been conditioned by the papers presented on the selected databases. We have knowledge of published papers before 1977, according to our literature review. However, WoS presents none of such papers, and Scopus does not present a paper until 1989.

**Graphic 1:** Number of articles per year

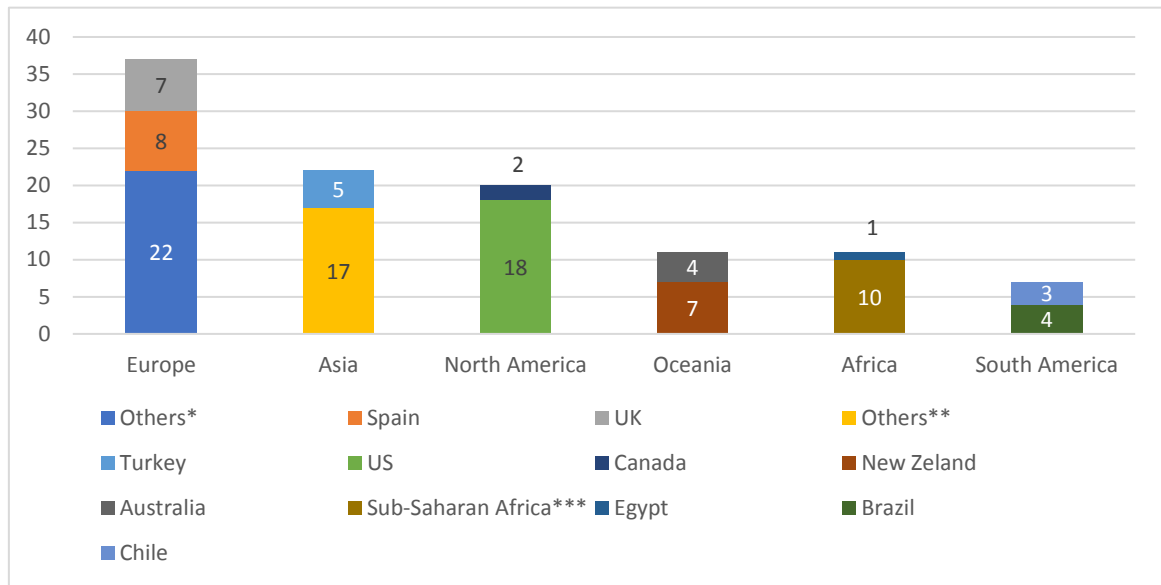




Regarding the geographical areas focused on the studies, we can see from Graphic 2 that the country/region which has been addressed the greatest number of times is the United States (18 of the 20 studies in North America). This result is expected once, as reported above, the studies regarding exporting barriers started in the United States. Additionally, another expected result is the European and North American continents being on the top 3 most studied, with 37 and 20 studies, respectively; this result means that these continents represent a total of 53% of all approached countries or regions. If we consider Oceania the percentage of studies which considered the most advanced economies in the world represents almost two-thirds of all considered countries or regions. Graphic 2 also presents some results which were unexpected: Asia is the second most analysed continent in the studies of our sample. Although this region has been developing itself in later years, especially in the late twentieth century, from the initial perspectives we were expecting North America to have similar results to Europe which did not happen. Additionally, the amount of studies considering China and India, the two most prominent economies of the Asian continent, is relatively low with only two studies considering each of the countries.

If we combine the results attained from Graphics 2 and 3 we can take two specific conclusions. The first conclusion is that the number of studies considering developing economies is growing: Graphic 2 presents this with the continent of Asia being the second most analysed and Graphic 3 presents this with the clear growth of studies considering developing economies after 2000. The second conclusion is that, as expected, the advanced economies are the focus of a larger number of studies, even though there has been an effort by many authors to include a greater number of developing countries within the scope of this field of studies.

**Graphic 2:** Number studies analysing specific countries/regions distributed per continents



\*Others refers to Austria, Denmark, Iceland, Ireland, Lithuania, Norway, Serbia, Sweden, France, Germany, Portugal, Cyprus, Greece and two additional studies which considered Europe as a subject of analysis.

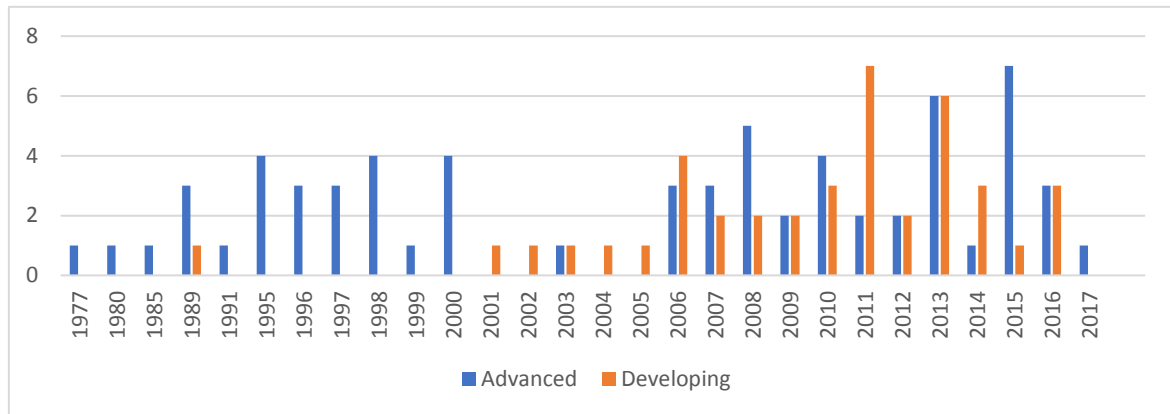
\*\*Others refers to Brunei, Jordan, Lebanon, Malaysia, Philippines, Singapore, Thailand, China, India, Iran, Pakistan and Viet Nam.

\*\*\* Sub-Saharan Africa considers Eritrea, Ghana, Malawi, Mauritius, Nigeria, Tanzania, South-Africa and one additional study which considered the Sub-Saharan region as a subject of analysis.

Note: Some studies considered more than one country or area of analysis and others did not consider one which sustains the fact that the total amount of analysed countries or regions does not match the amount of performed studies in our Bibliometric Sample

As stated above, Graphic 3 presents that there has been an effort from authors to consider developing economies in their studies as up to 2001 only one developing country was approached (Philippines), in 1989. From this graphic, we conclude that the number of studies analysing developing economies is higher in the last 15 years. Emerging in the early 2000's and matching the number of studies of advanced economies from 2010-2016 with 25 studies each, the focus on developing economies is growing.

**Graphic 3:** Number of studies per year and per country type (Advanced vs Developing)



Note: Categorization of countries by type (advanced vs developing) was made according to the IMF World Economic Outlook

When considering the journals presented in our bibliometric sample, there are a total of 76 journals of which 22 have published more than one article. These 22 journals, presented in Graphic 4 represent 29% of the journals in our database. However, they have published almost half (49%) of all articles regarding exporting barriers.

From Graphic 4 we can conclude that the Journals with the biggest number of articles published, the *International Marketing Review*, the *Journal of African Business*, the *Journal of Global Marketing*, the *Journal of International Entrepreneurship*, the *Journal of International Food & Agribusiness Marketing*, the *Journal of Small Business and Enterprise Development*, the *Journal of Small Business Management*, and the *Journal of Transnational Management*, all have published a total of 3 articles.

**Graphic 4: Number of articles per Journal\***



\* only journals with more than one published article

Eugene Garfield introduced the Journal Impact Factor in 1955 and defined it as the average number of citations in a given year to articles published during the previous two years (Garfield, 2006). This implies that the impact factor used in our work (2016) is equal to the number of citations received during 2016 to articles published in 2014 and 2015 divided by the number of articles published in 2014 and 2015. The impact factor is published yearly by the Journal Citation Report by Thompson Reuters and the main Journal categorization tool for the Web of Science Database. We also considered the *SCImago Journal Rank Indicator* (SJR) which is the metric indicator presented by the Scopus Database to assess journal rankings. Like the JIF, the higher the number of SJR the higher the classification of the journal and the higher its contribution is to the scientific development. There are several differences when comparing the two indicators, but from our perception, the two most important are as follows. The considered time frame is different (three years for SJR and two years for JIF) and self-citations in SJR are limited to a maximum of 33% of the used references giving a lesser

number than JIF (includes self-citations) (González-Pereira *et al.*, 2010). From this information, we conclude that the two indicators are not directly comparable. Table 9 reports the 20 journals with the highest SJR impact factor, as not all the journals have a defined JIF.

We can see that from Table 9, the *Journal of International Business Studies* present both the highest SJR with 4.848 and JIF with 5.869 followed by the *Journal of International Economics* (4.657 SJR), the *Journal of International Marketing* (2.332 SJR), the *Industrial Marketing Management* (1.830 SJR) and the *International Small Business Journal* (1.819 SJR). These five journals are the ones with the highest impact factors in our database.

**Table 9:** Top 20 Journals with highest SJR impact factor\*

Journal	SJR** 2016	JIF*** 2016
Journal of International Business Studies	4.848	5.869
Journal of International Economics	4.657	2.042
Journal of International Marketing	2.332	3.725
Industrial Marketing Management	1.830	3.166
International Small Business Journal	1.819	3.677
Journal of Small Business Management	1.684	2.876
International Business Review	1.193	2.476
EuroMed Journal of Business	1.169	N/A
International Marketing Review	0.933	1.672
Management International Review	0.844	1.390
Journal of International Entrepreneurship	0.643	N/A
Management Decision	0.613	1.396
World Economy	0.500	0.933
Marketing Intelligence & Planning	0.488	N/A
Journal of Small Business and Enterprise Development	0.478	N/A
Journal of African Business	0.450	N/A
Journal of Euromarketing	0.416	N/A
International Food and Agribusiness Management Review	0.311	0.443
Asia Pacific Journal of Marketing and Logistics	0.291	N/A
Journal of Global Marketing	0.259	N/A

Source: Own Elaboration, data collected 20th August 2017; \*Only Journals with more than 1 publication were considered (graphic 3); \*\*SJR represents the SCimago Rank Indicator from 2016; \*\*\*JIF represents the Journal Citation Report from 2016, N/A means the Journal in question was not part of the report;

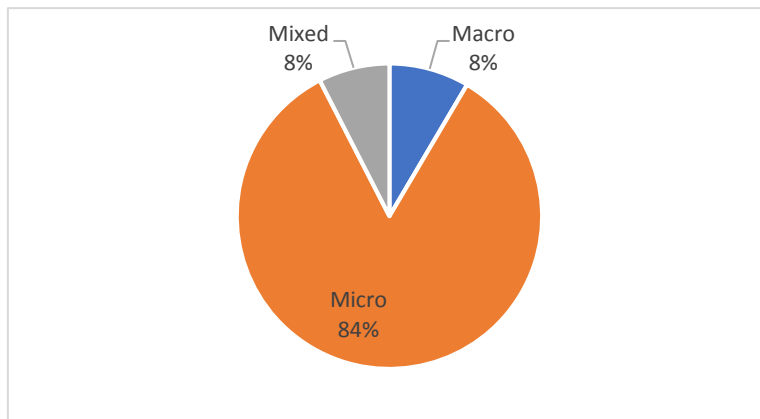
The final issue to mention regarding the Impact factor of Journals are the limitations that exist concerning this indicator. Okubo (1997) indicates that issues such as self-citations (when an author uses his own works), language issues (the large impact of the English language stops the use of citations from other languages) and the breakdown of scientific disciplines (which limits searches and impedes citation due to lack of knowledge) should be considered when analysing this indicator.

### 3.2. Articles Characterization

In this subsection, we will make a description of the types of articles that are present in our bibliometric sample, considering the nature of the studies, their approach, the most cited documents and author analysis.

By reviewing the results relating to the nature and area of study present on our bibliometric information, two main conclusions can be draw. Firstly, according to Graphic 5, there is a prominence of microeconomic studies, that is studies that focus on how firms can surpass and deter the effects caused by exporting barriers, representing a total of 84% of the studies. From the same graphic, we can also verify that 8% of studies follow a mixed approach, reviewing both a country wide perception that is focused on macroeconomic works (focuses on how governments can aid firms in surpassing obstacles and uses country wide statistics instead of firm's specific statistics) and a microeconomic perspective. The last 8% represent studies that follow a macroeconomic approach to their study.

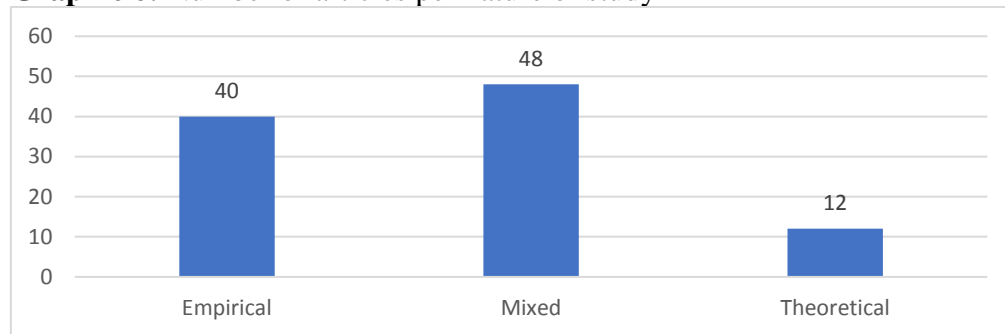
**Graphic 5:** Percentage of publications per area of study



Regarding the nature (Graphic 6), mixed studies are the most common (48 studies). This means that the authors developed a theoretical analysis and then proceed to perform an empirical one on the same article. This type of analysis is particularly common on authors that develop their own frameworks of exporting barriers and then proceed to analyse a sample of firms to prove which are the obstacles that mostly affect companies in the specific geographical area they have focused. Empirical studies also represent a high number of studies in our bibliometric database (40 studies). Some papers focus on the effects of specific barriers such as tariff barriers or cultural barriers and try to

specify the consequences of these barriers on the analysed firms. Also regarding the nature of the study, theoretical works are the less considered type (12 studies). This type of articles normally focuses on the combination of several studies trying to create specific analysis from the various frameworks. An example of this is the work of Leonidou (2004) that develops one of the most used frameworks by combining several theoretical contributions.

**Graphic 6:** Number of articles per nature of study



Note: only articles where access to full text was available were considered.

On Table 10, we present one of the most important results of our analysis. According to Thelwall (2008), the most cited work tends to be the most influential. This idea is also reflected in our list, as some of the most used papers in developing theoretical and practical studies are present. Leonidou (2004) being the most cited paper is not a surprise, as the author's framework was used as a base framework for several studies, or as a comparative study such as our own. To note that both the base framework used in our study (Arteaga-Ortiz & Fernandez-Ortiz, 2010) and the Morgan & Katsikeas (1997) work are present on the list. Additionally, from Table A5 in appendix it is possible to conclude that all publications on Table 10 consider a microeconomic area with two of them being both microeconomic and macroeconomic (mixed) area.

**Table 10:** Top 20 most cited Publications in Scopus or WoS

<b>Author(s), (Year)</b>	<b>Title</b>	<b>Journal</b>	<b>Citations on Scopus</b>	<b>Citations on WoS</b>
Leonidou L.C. (2004)	An Analysis of the Barriers Hindering Small Business Export Development	Journal of Small Business Management	<b>191</b>	114
Bennett R. (1997)	Export marketing and the Internet: Experiences of Web site use and perceptions of export barriers among UK businesses	International Marketing Review	<b>88</b>	not present
Wu F., Sinkovics R.R., Cavusgil S.T. & Roath A.S. (2007)	Overcoming export manufacturers' dilemma in international expansion	Journal of International Business Studies	<b>77</b>	not present
Leonidou L.C. (1995)	Empirical Research on Export Barriers: Review, Assessment, and Synthesis	Journal of International Marketing	not present	<b>65</b>
Bellone F., Musso P., Nesta L. & Schiavo S. (2010)	Financial Constraints and Firm Export Behaviour	World Economy	<b>56</b>	45
Leonidou L.C. (2000)	Barriers to export management: an organizational and internationalization analysis	Journal of International Management	<b>53</b>	not present
Da Silva P.A. & Da Rocha A. (2001)	Perception of export barriers to Mercosur by Brazilian firms	International Marketing Review	<b>43</b>	18
Neupert K.E., Baughn C.C. & Lam Dao T.T. (2006)	SME exporting challenges in transitional and developed economies	Journal of Small Business and Enterprise Development	<b>42</b>	not present
Ramaseshan B. & Soutar G.N. (1996)	Combined Effects of Incentives and Barriers on Firms' Export Decisions	International Business Review	<b>40</b>	not present
Morgan R.E. & Katsikeas C.S. (1997)	Obstacles to Export Initiation and Expansion	Omega, International Journal of Management Science	<b>40</b>	24
Moini A.H. (1997)	Barriers Inhibiting Export Performance of Small and Medium-Sized Manufacturing Firms	Journal of Global Marketing	<b>37</b>	not present
Morgan R.E. & Katsikeas C.S. (1998)	Exporting Problems of Industrial Manufacturers	Industrial Marketing Management	<b>35</b>	26
Dean D.L., Mengüç B. & Myers C.P. (2000)	Revisiting Firm Characteristics, Strategy, and Export Performance Relationship: A Survey of the Literature and an Investigation of New Zealand Small Manufacturing Firms	Industrial Marketing Management	not present	<b>35</b>
Lall S. (1991)	Marketing Barriers Facing Developing Country Manufactured Exporters: A Conceptual Note	The Journal of Development Studies	<b>34</b>	not present

Source: Own Elaboration; Note: articles were ranked according to the highest number of citations mentioned of both databases



**Table 10 (continued):** Publications with over 25 citations in Scopus or WoS

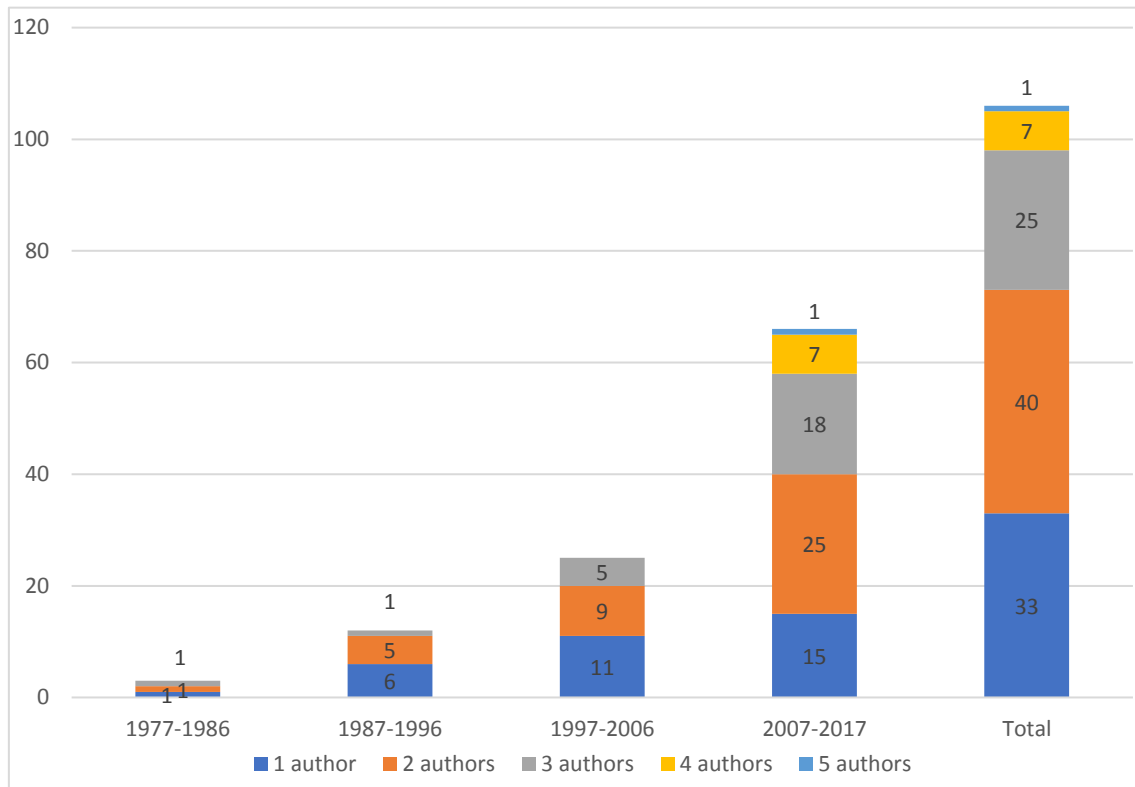
<b>Author(s), (Year)</b>	<b>Title</b>	<b>Journal</b>	<b>Citations on Scopus</b>	<b>Citations on WoS</b>
Pinho J.C. & Martins L. (2010)	Exporting barriers: Insights from Portuguese small- and medium-sized exporters and non-exporters	Journal of International Entrepreneurship	<b>34</b>	not present
Bauerschmidt A., Sullivan D. & Gillespie K. (1985)	Common Factors Underlying Barriers to Export: Studies in the U. S. Paper Industry	Journal of International Business Studies	not present	<b>34</b>
Kaleka A. & Katsikeas C.S. (1995)	Exporting Problems: The Relevance of Export Development	Journal of Marketing Management	<b>33</b>	not present
Arteaga-Ortiz J. & Fernández-Ortiz R. (2010)	Why Don't We Use the Same Export Barrier Measurement Scale? An Empirical Analysis in Small and Medium-Sized Enterprises	Journal of Small Business Management	<b>33</b>	17
Campbell A.J. (1996)	The Effects of Internal Firm Barriers on the Export Behavior of Small Firms in a Free Trade Environment: Evidence from NAFTA	Journal of Small Business Management	<b>31</b>	17
Korth C.M. (1991)	Managerial Barriers to U.S. Exports	Business Horizons	<b>28</b>	not present

Source: Own Elaboration; Note: articles were ranked according to the highest number of citations mentioned of both databases

After reviewing the articles present in Table 10, the next section will focus on understanding the existing authorships within our sample. There is a total of 194 authors present in our sample. From these 194 authors, 87 published as main authors, 100 published as co-authors and 7 published as both main authors and co-authors.

We can perceive from Graphic 7 that working with a co-author is quite common. Only 33 articles (less than one third) has just one author, and we can also conclude that there is a consistent growth in publications through time. In the first decade the number of publications is quite low (only three) and increases to twelve on the second decade, proceeding to double in numbers for the third decade (25). The boom of publications happens in the fourth decade, which has a total of 64 publications if we do not consider the year 2017.

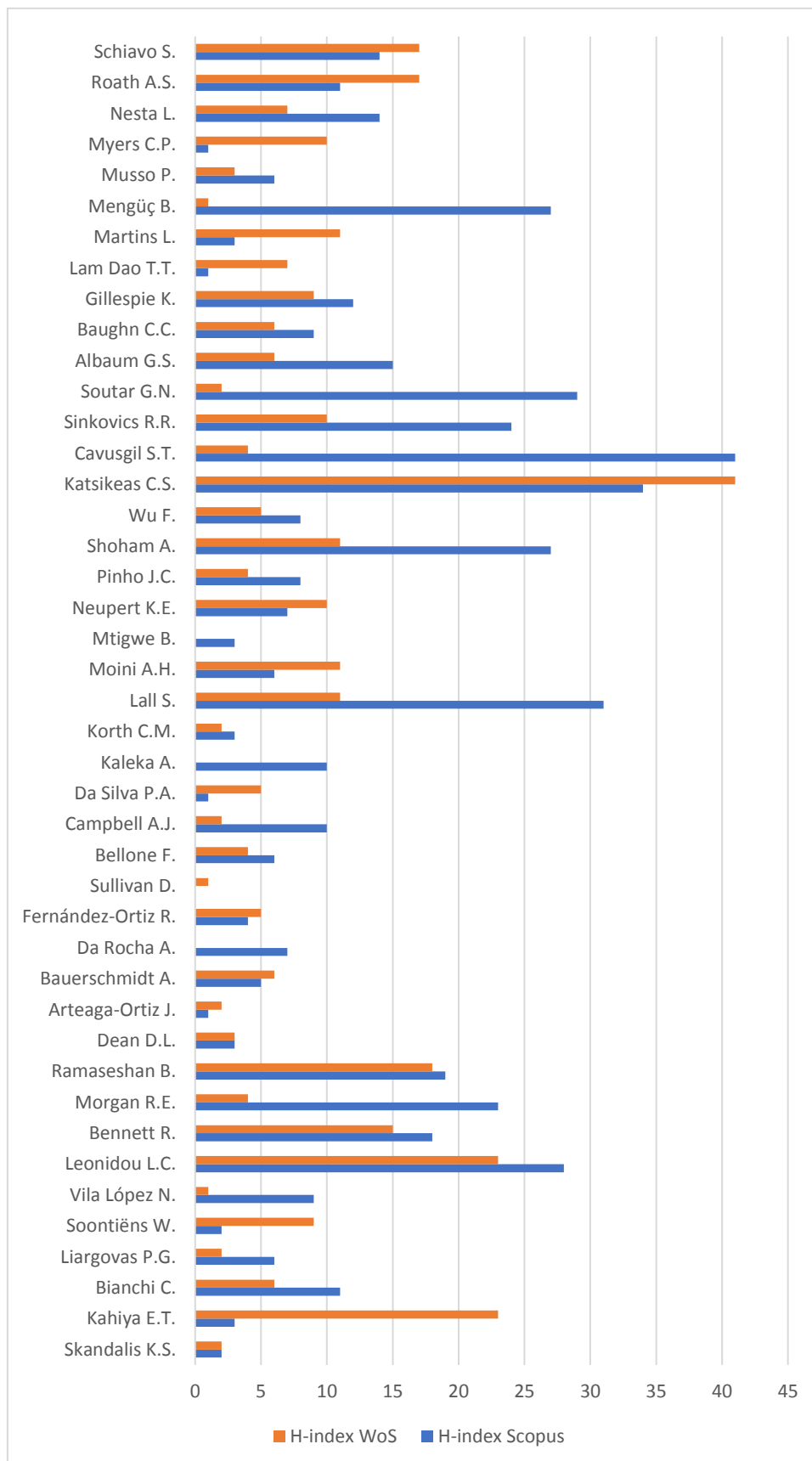
**Graphic 7:** Number of articles per number of authors



Note: the year of 2017 has two publications up to the date of this study in April 2017

From the analysis of Graphic 7, we can also conclude that there has been a substantial increase in publications with more than one author. Except for decade 1987-1996 where the number of publications with co-authors and without co-authors was the same, the trend is for the number of publications with co-authors to become larger both in the amount of publications and co-authors per publication. Authors present in the highest cited articles shown in Table 10 combined with authors that had more than one publication within the sample will be the focus of our analysis. From this combination, we created a list of authors and determined the *h-index* from Scopus and WoS (Graphic 8).

**Graphic 8:** *h-index* from Scopus and WoS of selected authors



Reference date: 19th of August 2017

The *h-index* is becoming one of the most important indexes to assess the bibliometric development of a researcher (Cobo *et al.*, 2015) and is considered by some authors such as Thelwall (2008) as the most significant evaluative metric technique. The *h-index* of an author is the *h* number of relevant publications with *h* citations that an author achieves. In other words, if an author has a high *h*, this means the author has a significant number of published articles with a large number of citations.

To better understand Graphic 8, it is important to indicate that all authors are listed as follows. From Schiavo S. to Leonidou L.C. the authors are present in the most cited articles. From Vila López N. to Kahiya E.T the authors are not present in the most cited articles but have two or more publications as the main author. Finally, Skandalis K.S. was included as he has two publications as a co-author but is not present on the most cited articles. From Graphic 8 we can see that the *h-index* score for both Scopus and WoS. Four authors have more than  $h_{15}$  for both Scopus and WoS (Katsikeas C.S. -  $h_{34}$  and  $h_{41}$ ; Leonidou L.C. -  $h_{28}$  and  $h_{23}$ ; Ramaseshan B. -  $h_{19}$  and  $h_{18}$  and Bennett R. -  $h_{18}$  and  $h_{15}$ ; the *h-index* presented for each author is for Scopus and WoS respectively). This means that, for example Leonidou L.C. has 28 published articles with at least 28 citations in the Scopus database and 23 published articles with at least 23 citations each in the WoS database.

There are also two other authors who have a significant impact in our sample and are worth mentioning (Kahiya E.T. and Dean D.L.). The first author (Kahiya E.T.) is the one with the greatest number of publications in our sample: two as the sole author and three as the main author. The second author (Dean D.L.) presents three publications as a co-author and one publication as the main author. These two authors have worked together several times as all co-authorships of Dean D.L. are works where Kahiya E.T is the main author. These two authors do not have a large *h-index*. However, this can be explained by the fact that five of the six articles written by the two authors are very recent (2013-2017) and this is the reason the number of citations for these works is still low.

Finally, we can confirm that the *h-index* present for most authors in this analysis is relatively low from which we can understand that, although there has been a development in the literature of exporting barriers in recent years there is still a long way to go for research in this field of study.

### 3.3. Types of Exporting Barriers

The main purpose of this final subsection is to understand what are the most observed type of exporting barriers as well common frameworks used in the existing literature.

In order to identify the different types of barriers, we started by creating a generalized description of obstacles which could be adapted to all existing literature, based on the Arteaga-Ortiz & Fernandez-Ortiz (2010) framework. Table 11 presents a general description of the barriers included on each of the four main Arteaga-Ortiz & Fernandez-Ortiz (2010)' categories.

**Table 11:** Generalized description of exporting barriers

Barrier Category	Exporting Barriers	Description
Knowledge Barriers	Market issues	Any situation concerning information regarding market selection or entering;
	General Lack of Knowledge	Information regarding managers general lack of knowledge or awareness, fears and doubts;
	Personnel Issues	Issues regarding staff;
	Export Assistance Problems	Lack of knowledge regarding government support programs;
	Other Knowledge Barriers	All remaining barriers related to knowledge issues;
Resource Barriers	Financial Constraints	Lack of financial capacity;
	Lack of Production Capacity	Lack of production capacity;
	Other Resources Barriers	All remaining barriers related to resources issues;
Procedure Barriers	Third Party relations	Any problems regarding third parties such as customers, banks and suppliers;
	Documentation issues	Problems regarding red tape and documentation;
	Cultural/Linguistic Barriers	Problems related to communication or relation to cultural adaptation;
	Tariff/Non-tariff Barriers	Tariff/Non-tariff Barriers (i.e. taxes, legal requirements,quotas);
	Product related issues	All marketing related barriers and product adaptation;
	Logistics/Transport Problems	All logistical issues, distributor relations and transport costs;
	Other Procedure Problems	All remaining barriers related to procedure issues;
Exogenous Barriers	Currency issues	All exchange rate, inflation and currency variation problems;
	Competition Problems	Any issues related to domestic and foreign competition;
	Political Problems	Matters regarding political instability and corruption;
	Governmental Actions	Domestic and foreign government actions which affect exporting activities;
	Other Exogenous issues	All remaining barriers related to exogenous issues;

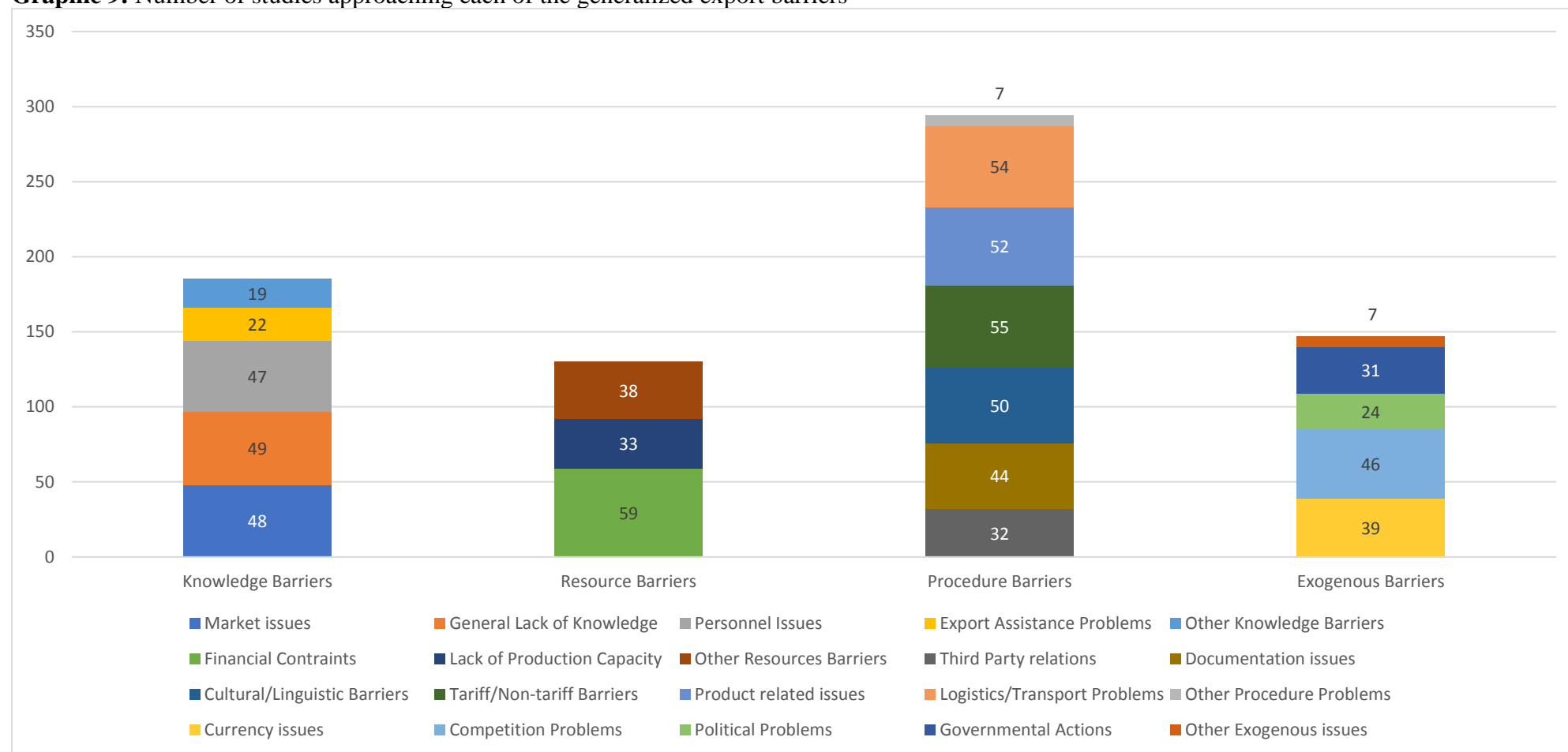
Source: Adapted from Arteaga-Ortiz & Fernandez-Ortiz (2010, p.404-406).

Graphic 9 then presents the number of studies which approach each of the generalized obstacles. From this graphic, we can see that the most commonly addressed type of barriers is *Procedure Barriers*. The specific barriers within this category are approached a very similar number of times: around 50 studies approach each of the specific barriers. This large number of barriers analysed is because when analysing internal factors *Procedure barriers* are often analysed together to see which has the greater impact on the company.

When considering the specific barrier which has been approached more times, this is *Financial Constraints*, the reason being as there are studies which focus only on how companies are affected by this particular obstacle. Regarding *Resource barriers* these are the less perceived ones, as, besides *Financial Constraints*, the analysis of this category is often made combining a general analysis of the firm's ability to export, combining these issues with others.

Regarding the other two categorizations, *Knowledge barriers* have been mostly analysed considering the issues regarding lack of knowledge of markets and how to approach them. The managers/director's inability to act due to lack of experience regarding exporting issues and lack of personnel with exporting experience that can help the company reach better results are the two main barriers within this category which were addressed a greater number of times. For the *Exogenous* category, the two most approached issues are competition, as firms have several issues with foreign and domestic competitors which at times hinder the company's ability to export, and currency issues, as different currencies can affect severely the company's ability to export.

**Graphic 9:** Number of studies approaching each of the generalized export barriers

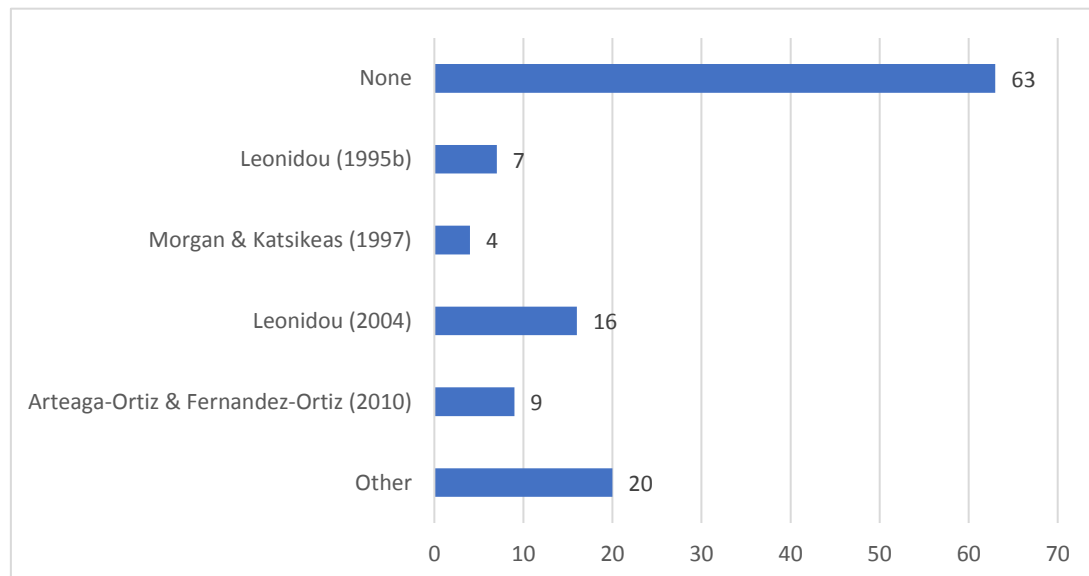


Notes: Total amount for Knowledge barriers: 187; Total amount for Resource Barriers: 130; Total amount for Procedure Barriers: 294; Total amount for Exogenous Barriers: 147

The count was made according to the single generalized barriers and then combined as categories; Each study can analyse more than one barrier within the same category, and this is the reason for the total number of analysis per category to be larger than the number of studies in our sample. The label is read left to right, bottom to top of each bar (1st line relates to Knowledge barriers and so-on).

For the last analysis of this work, we reviewed the types of frameworks considered by the studies present in our analysis as a base for their work. In other words, we verified whether the studies consider a theoretical framework when performing the exporting barrier analysis and if they do, which is the framework used as a base. Graphic 10 shows that most of the studies do not consider a framework. Instead, they approach exporting barriers as stand alone issues firms face and try to perceive what is the impact of each specific barrier on the analysed firms. However, we can perceive from graphic 11 that the most common framework used as a basis to create an analysis is Leonidou (2004). Sixteen studies have used it after 2004 but the work presented by this same author some years earlier (Leonidou, 1995b) was also quite considered as his division of internal and external barriers was used as a framework basis by at least seven other studies. Arteaga-Ortiz & Fernandez-Ortiz (2010) framework, which is the basis of our study, was also examined by 9 studies after 2010, which is a considerable number of times for such a recent study.

**Graphic 10:** Number of times studies used frameworks as a base to their analysis



Note: Some studies consider multiple frameworks to perform their analysis. Therefore, the total amount of studies and considered frameworks do not match.

Additionally, it is important to mention that 20 studies considered different frameworks of which only 9 do not consider any of the other mentioned frameworks on Graphic 11. The selected frameworks are the ones deemed to be the most impactful, to the best of our knowledge, as there is no other framework which we know about that has been considered as a basis for another study more than once.



Finally, Graphic 11 shows that the most cited article (Table 10) presents one of the most used frameworks. From this information, we can conclude that Leonidou L.C. is one of the most influential authors of the exporting barriers field of study. Leonidou(2004) is, to the best of our knowledge, the most impactful study, due to its creation of a framework that is easy to understand and easily adapted by other authors.

## 4. Conclusions

The importance of exporting barriers in the development of both firms and economies is undeniable due to its intrinsic relation to exporting and internationalization. Economic growth and companies development depend on exporting which in turn depends on the barriers that impede firms from achieving the best possible performance.

This study performs a literature review based on a bibliometric analysis to present the status of development of exporting barriers as a field of study.

From this work, we notice through our literature review that many of the authors considering this topic such as Morgan & Katsikeas (1997), Leonidou (1995b, 2004), Arteaga-Ortiz & Fernandez-Ortiz (2010), among others, primarily focus on developing frameworks where authors can understand how to approach exporting barriers. New perceptions and ideas as well as specific barrier definitions appear to have already been presented by different authors in slightly different formats or definitions through time.

As the field of study developed authors agreed on the importance of specific categories or even specific barriers. However, researchers have not reached an agreement on how to determine most of the existing barriers, even though their results show that the considered barriers are very similar to the ones used by other authors. One of the key findings taken from our literature review is, from our point of view, the inexistence of a consensus on how to determine most exporting barriers. A consensus does not require exact definitions, but an idea such as the one that exists for *Tariff and Non-tariff barriers*, a categorization that authors recognize as equivalent and assess in comparable ways.

Regarding the results of our bibliometric analysis, several conclusions can be taken into account. Firstly, there is a growing number of publications within the last decade showing that authors consider this topic to be gaining relevance. Therefore it is expected to continue growing. This growth has spread geographically, and ideas such as the ones present in Kaleka & Katsikeas (1995) that the vast majority of studies focus only on advanced economies and Vila López (2007) which indicates that most studies focus exclusively on the United States economy are no longer applicable. The geographical spread has grown tremendously. Each continent is the focus of more than ten studies except South America.

Regarding articles characterization, results confirm what was initially expected, a microeconomic prominence combined with a significant amount of empirical and mixed studies. The theoretical development of frameworks combined with empirical studies focusing on specific regions or types of firms such the ones presented by Morgan & Katsikeas (1997), Leonidou (2004), Arteaga-Ortiz & Fernandez-Ortiz (2010) and Safavi (2015) is a main focus of the literature. Another unsurprising result is related to the low amount of citations of most studies and the little highlight of any particular journal. Concerning authors, some focus more on the development of this field of study but focused on specific countries or regions. All studies by Leonidou L. C. focus on one country (Cyprus) and the same happens for the studies presented by Kahiya E.T. which focus on New Zeland. If the frameworks and methods used by these authors were adapted to perform analysis on other geographic regions and countries it would be easier to implement country comparisons so that firms and governments could have more information regarding the best methods to approach new markets.

Lastly, regarding specific exporting barriers we note that barriers classified as Procedure barriers are the most approached as well as the specific case of the Financial Constraints barrier. The barrier types that have been less approached are *Resource* barriers (excluding Financial Constraints) and Exogenous barriers. The results present in this study confirm that the development of studies that use an established framework as a base bring larger gains to this field of study. A large percentage of the literature does not consider any framework nor use the defined exporting barriers according to any particular frameworks making comparable analysis between studies harder. The present dissertation brings light to the idea that studies such as bibliometric analysis can greatly help understand the status of the literature in exporting barriers.

The present study presents, however, some limitations related mainly to the definition of the sample for the bibliometric analysis. First, it was not possible to access the full text of some studies and therefore had to be excluded. Secondly, the fact that only WoS and Scopus bases were used, potentially relevant articles may have been excluded.

For future works, we would suggest performing a bibliometric analysis considering alternative databases which could include all documents as back as 1970's. Also, the use of some other secondary keywords (i.e. Problems) or analyse specific barriers that this study presents to have been less approached (i.e. Export Assistance Programmes; Third Party relations; Political Problems).

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## Appendix

**Table A1: Knowledge Barriers to export including frameworks categorizations**

<b>Identified Barriers in Arteaga-Ortiz &amp; Fernandez-Ortiz (2010) terminology</b>	<b>Identified Barriers in Leonidou (2004)</b>	<b>Corresponding Category in Leonidou (2004)</b>	<b>Identified Barriers Barrier in Morgan &amp; Katsikeas (1997) terminology</b>	<b>Corresponding Category in Morgan &amp; Katsikeas (1997)</b>
Lack of Knowledge of potential markets	Limited information to locate/analyse markets	Informational/Internal	Lack of knowledge about overseas markets	Informational
	Identifying foreign business opportunities	Informational/Internal		
Lack of Staff for exporting planning	Inadequate/untrained personnel for exporting	Functional/Internal	Lack of personnel experienced in exporting activities	Strategic
Lack of information about opportunities for your products/services abroad	Problematic international market data	Informational/Internal	N/M	N/A
General lack of knowledge of how to export	Inability to contact overseas customers	Informational/Internal		
Lack of knowledge of export assistance programs	N/M	N/A	Lack of awareness about government information sources on overseas markets	Informational
			Unfamiliarity with the 'nuts and bolts' of government export assistance	Processed-based
Ignorance of the financial and nonfinancial benefits exporting can generate	N/M	N/A	N/M	N/A
N/M	Lack of managerial time to deal with exports	Functional/Internal	N/M	N/A

Source: Adapted from Arteaga-Ortiz & Fernandez-Ortiz (2010, p.404-406), Leonidou (2004, p.283) and Morgan & Katsikeas (1997, p.678-680,684). - N/M – No barrier present on the identified framework can be matched – N/A: Not Applicable

**Table A2:** Resource Barriers to export including frameworks categorizations

Identified Barriers in Arteaga-Ortiz & Fernandez-Ortiz (2010) terminology	Identified Barriers in Leonidou (2004)	Corresponding Category in Leonidou (2004)	Identified Barriers Barrier in Morgan & Katsikeas (1997) terminology	Corresponding Category in Morgan & Katsikeas (1997)
High financial cost of the means of payment used in international operations	Shortage of working capital to finance exports	Functional/Internal	N/M	N/A
Lack of resources to face the period of time needed to recover export-related investments				
Insufficient production capacity in your firm	Lack of excess production capacity for exports	Functional/Internal		
Lack of local banks with adequate international expertise	N/M	N/A		
Inadequate foreign network of the banks you work with				
N/M	N/M	N/A	Lack of resources for marketing research in overseas markets	Informational

Source: Adapted from Arteaga-Ortiz & Fernandez-Ortiz (2010, p.404-406), Leonidou (2004, p.283) and Morgan & Katsikeas (1997, p.678-680,684).- N/M – No barrier present on the identified framework can be matched – N/A: Not Applicable

**Table A3:** Exogenous Barriers to export including frameworks categorizations

Identified Barriers in Arteaga-Ortiz & Fernandez-Ortiz (2010)	Identified Barriers in Leonidou (2004)	Corresponding Category in Leonidou (2004)	Identified Barriers Barrier in Morgan & Katsikeas (1997)	Corresponding Category in Morgan & Katsikeas (1997)
Strong overseas competition	Keen competition in overseas market	Task/External	Strong overseas competition	Strategic
High value of the euro	Foreign currency exchange risks	Economic/Environmental/External	High relative value of UK sterling	Strategic
Risk from variation of the exchange rates				
Risk of losing money by selling abroad	Poor/deteriorating economic conditions abroad	Economic/Environmental/External	N/M	N/A
Political instability in the destination country	Political instability in foreign markets	Political-Legal/Environmental/External		
N/M	Lack of home government assistance/incentives	Governmental/External	Lack of government incentives	Strategic

Source: Adapted from Arteaga-Ortiz & Fernandez-Ortiz (2010, p.404-406), Leonidou (2004, p.283) and Morgan & Katsikeas (1997, p.678-680,684). - N/M – No barrier present on the identified framework can be matched – N/A: Not Applicable

**Table A4:** Procedure Barriers to export including frameworks categorizations

Identified Barriers in Arteaga-Ortiz & Fernandez-Ortiz (2010)	Identified Barriers in Leonidou (2004)	Corresponding Category in Leonidou (2004)	Identified Barriers Barrier in Morgan & Katsikeas (1997)	Corresponding Category in Morgan & Katsikeas (1997)
Documentation and red tape required for the export operation	Unfavourable home rules and regulations	Governmental/External	Extensive export documentation requirements	Processed-based
	Slow collection of payments from abroad	Procedural/External		
	Unfamiliar exporting procedures/paperwork	SocioCultural/Environmental/External		
Language differences	Problematic communication with overseas customers	Procedural/External	Difficulty to communicate with overseas customers	Processed-based
	Verbal/nonverbal language differences	SocioCultural/Environmental/External		
Cultural differences	Unfamiliar foreign business practices	Procedural/External		
	Different sociocultural traits	SocioCultural/Environmental/External		
	Different foreign customer habits/attitudes	Task/External		
Tariff barriers to exports	High tariff and nontariff barriers	Political-Legal/Environmental/External	Restrictive foreign tariffs, rules and regulations	Strategic
Nontariff barriers related to the standardization and homologation of the product, or health, phytosanitary or similar barriers				
Differences in product usages in foreign markets	Adapting export product design/style	Product/Marketing/Internal	Difficulty in meeting export product design and style requirements	Operational

Source: Adapted from Arteaga-Ortiz & Fernandez-Ortiz (2010, p.404-406), Leonidou (2004, p.283) and Morgan & Katsikeas (1997, p.678-680,684). - N/M – No barrier present on the identified framework can be matched – N/A: Not Applicable

**Table A4 (continued):** Procedure Barriers to export including frameworks categorizations

<b>Identified Barriers in Arteaga-Ortiz &amp; Fernandez-Ortiz (2010)</b>	<b>Identified Barriers in Leonidou (2004)</b>	<b>Corresponding Category in Leonidou (2004)</b>	<b>Identified Barriers Barrier in Morgan &amp; Katsikeas (1997)</b>	<b>Corresponding Category in Morgan &amp; Katsikeas (1997)</b>
Cost of adapting the product to the foreign market	Meeting export product quality standards/specs	Product/Marketing/Internal	Difficulty in meeting export product quality standards	Operational
	Meeting export packaging/labelling requirements	Product/Marketing/Internal	Difficulty in meeting export packaging and labelling requirements	Operational
	Strict foreign rules and regulations	Political-Legal/Environmental/External	N/M	N/A
	Developing new products for foreign markets	Product/Marketing/Internal		
Transportation costs and shipping arrangements	Difficulty in supplying inventory abroad	Distribution/Marketing/Internal	Lack of awareness/access of export distribution channels	Operational
	Excessive transportation/insurance costs	Logistics/Marketing/Internal		
Logistical difficulties	Unavailability of warehousing facilities abroad	Logistics/Marketing/Internal		
	Maintaining control over foreign middlemen	Distribution/Marketing/Internal		
Locating a suitable distributor or distribution channels	Accessing export distribution channels	Distribution/Marketing/Internal		
	Complexity of foreign distribution channels	Distribution/Marketing/Internal		
	Obtaining reliable foreign representation	Distribution/Marketing/Internal		
N/M	Adjusting export promotional activities	Promotion/Marketing/Internal	Promotional needs required in overseas markets	Operational
	Difficulty in matching competitors' prices	Price/Marketing/Internal	Lack of products' competitive price in overseas markets	Operational
	Offering technical/after-sales service	Product/Marketing/Internal	N/M	N/A
	Offering satisfactory prices to customers	Price/Marketing/Internal		
	Granting credit facilities to foreign customers	Price/Marketing/Internal		

Source: Adapted from Arteaga-Ortiz & Fernandez-Ortiz (2010, p.404-406), Leonidou (2004, p.283) and Morgan & Katsikeas (1997, p.678-680,684). - N/M – No barrier present on the identified framework can be matched – N/A: Not Applicable

**Table A5:** List of articles of the Bibliometric analysis

Authors	Year	Title	Source title	Cited by (Scopus):	Cited by (WoS):	Database	Nature of Study	Field of Study	Geographical Area	Language
Sampson G. P.; Yeats A. J.	1977	Tariff and Transport Barriers Facing Australian Exports	Journal of Transport Economics and Policy		6	WoS	Empirical	Macro	US and Australia	EN
Cao A.D.	1980	Non-tariff Barriers to U.S. Manufactured Exports	Columbia Journal of World Business		1	WoS	Mixed	Macro	US	EN
Bauerschmidt A.; Sullivan D.; Gillespie K.	1985	Common Factors Underlying Barriers to Export: Studies in the U. S. Paper Industry	Journal of International Business Studies		34	WoS	Mixed	Micro	US	EN
Sharkey T.W.; Lim J.-S.; Kim K.I.	1989	Export Development and Perceived Eexprot Barriers: An Empirical Analysis of Small Firms	Management International Review		21	WoS	Mixed	Micro	US	EN
Tecson G. R.	1989	Structural Change and Barriers to Philippine Manufactured Exports	The Developing Economies	1	0	Both	Mixed	Mixed	Philippines	EN
Sullivan D.; Bauerschmidt A.	1989	Common Factors Underlying Barriers to Export - A Comparative Study in the European and U.S. Paper Industry	Management International Review		19	WoS	Empirical	Micro	Europe and US	EN
Korth C.M.	1991	Managerial Barriers to U.S. Exports	Business Horizons	28		Scopus	Theoretical	Micro	US	EN
Lall S.	1991	Marketing Barriers Facing Developing Country Manufactured Exporters: A Conceptual Note	The Journal of Development Studies	34		Scopus	Theoretical	Micro	Not Applicable	EN
Mahone C.E. Jr.	1995	A Comparative Analysis of the Differences in Perceived Obstacles to Exporting by Small- and Medium-sized Manufacturers and Traders	The International Trade Journal	2		Scopus	Theoretical	Micro	US	EN
Leonidou L.C.	1995	Empirical Research on Export Barriers: Review, Assessment, and Synthesis	Journal of International Marketing		65	WoS	Theoretical	Micro	Not Applicable	EN
Shoham A.; Albaum G.S.	1995	Reducing the Impact of Barriers to Exporting: A Managerial Perspective	Journal of International Marketing		25	WoS	Mixed	Micro	Denmark	EN

Source: Own Elaboration

### Appendix 5 (continued): Articles attained for our Bibliometric Sample

Kaleka A.; Katsikeas C.S.	1995	Exporting Problems: The Relevance of Export Development	Journal of Marketing Management	33		Scopus	Mixed	Micro	Cyprus	EN
Ramaseshan B.; Soutar G.N.	1995	Export Barriers in the Western Australian Horticulture Industry	Journal of International Food & Agribusiness Marketing	0		Scopus	No Info	Micro	Australia	N/A
Campbell A.J.	1996	The Effects of Internal Firm Barriers on the Export Behavior of Small Firms in a Free Trade Environment: Evidence from NAFTA	Journal of Small Business Management	31	17	Both	Empirical	Micro	US and Canada	EN
Ramaseshan B.; Soutar G.N.	1996	Combined Effects of Incentives and Barriers on Firms' Export Decisions	International Business Review	40		Scopus	Mixed	Micro	Australia	EN
Moini A.H.	1997	Barriers Inhibiting Export Performance of Small and Medium-Sized Manufacturing Firms	Journal of Global Marketing	37		Scopus	Empirical	Micro	US	EN
Bennett R.	1997	Export marketing and the Internet: Experiences of Web site use and perceptions of export barriers among UK businesses	International Marketing Review	88		Scopus	Empirical	Micro	UK	EN
Morgan R.E.; Katsikeas C.S.	1997	Obstacles to Export Initiation and Expansion	Omega, International Journal of Management Science	40	24	Both	Mixed	Micro	UK	EN
Jensen K.; Davis G.	1998	An Analysis of Export Market Strategies and Barriers Perceptions by U.S. Agricultural HVP Exporters	International Food and Agribusiness Management Review	4		Scopus	Empirical	Micro	US	EN
Morgan R.E., Katsikeas C.S.	1998	Exporting Problems of Industrial Manufacturers	Industrial Marketing Management	35	26	Both	Mixed	Micro	UK	EN
Bennett R.	1998	Using the World Wide Web for international marketing: Internet use and perceptions of export barriers among German and British businesses	Journal of Marketing Communications	13		Scopus	Empirical	Micro	Germany and UK	EN
Samiee S.	1999	The internationalization of services: trends, obstacles and issues	Journal of Services Marketing	16		Scopus	Theoretical	Macro	US	EN
Raff H.; Kim Y.-H.	1999	Optimal export policy in the presence of informational barriers to entry and imperfect competition	Journal of International Economics	10	5	Both	Empirical	Micro	Not Applicable	EN
Crick D.; Chaudhry S.	2000	UK agricultural exporters' perceived barriers and government assistance requirements	Marketing Intelligence & Planning	2		Scopus	Mixed	Micro	UK	EN

Source: Own Elaboration



### Appendix 5 (continued): Articles attained for our Bibliometric Sample

Dean D.L.; Mengüç B.; Myers C.P.	2000	Revisiting Firm Characteristics, Strategy, and Export Performance Relationship: A Survey of the Literature and an Investigation of New Zealand Small Manufacturing Firms	Industrial Marketing Management		35	WoS	Mixed	Micro	New Zealand	EN
Sadler A.; Chetty S.	2000	The Impact of Networks on New Zealand Firms	Journal of Euromarketing	11		Scopus	No Info	Micro	New Zealand	N/A
Leonidou L.C.	2000	Barriers to export management: an organizational and internationalization analysis	Journal of International Management	53		Scopus	Mixed	Micro	Cyprus	EN
Da Suva P.A.; Da Rocha A.	2001	Perception of export barriers to Mercosur by Brazilian firms	International Marketing Review	43	18	Both	Mixed	Micro	Brazil	EN
Soontiens W.	2002	Managing international trade: an analysis of South African SMEs and regional exports	Management Decision	0		Scopus	Mixed	Micro	South Africa	EN
Suárez-Ortega S.	2003	Export Barriers: Insights from Small and Medium-Sized Firms	International Small Business Journal	6	18	Both	Mixed	Micro	Spain	EN
Soontiens W.	2003	The Relevance of Non-tariff Barriers to Regional Trade: Experiences of South African Exporters	Global Business Review	0		Scopus	Mixed	Micro	South Africa	EN
Das J.; DeLoach S.B.	2003	Strategic trade policy in the presence of reputation spillovers	The Journal of International Trade & Economic Development	2		Scopus	Empirical	Micro	Not Applicable	EN
Kandiero T.; Randa J.	2004	Agricultural Exports: Important Issues for Sub-Saharan Africa	African Development Review	2		Scopus	Mixed	Mixed	Sub-Saharan Africa	EN
Leonidou L.C.	2004	An Analysis of the Barriers Hindering Small Business Export Development	Journal of Small Business Management	191	114	Both	Theoretical	Micro	Not Applicable	EN
Mtigwe B.	2005	The entrepreneurial firm internationalization process in the Southern African context: A comparative approach	International Journal of Entrepreneurial Behaviour and Research	25		Scopus	Mixed	Mixed	South Africa	EN
Neupert K.E.; Baughn C.C.; Lam Dao T.T.	2006	SME exporting challenges in transitional and developed economies	Journal of Small Business and Enterprise Development	42		Scopus	Mixed	Mixed	Vietnam and US	EN
Özkanlı O.; Benek S.; Akdeve E.	2006	Export Barriers of Small Firms in Turkey: A Study of Ankara-Ivedik Industrial District	Problems and Perspectives in Management	2		Scopus	Empirical	Micro	Turkey	EN
Smith D.; Gregoire P.; Lu M.	2006	Managers' Perceptions of Export Barriers: A Cross-Cultural Perspective of Service Firms	Journal of Transnational Management	9		Scopus	Empirical	Mixed	India and US	EN

Source: Own Elaboration

## Appendix 5 (continued): Articles attained for our Bibliometric Sample

Tesfom G.; Lutz C.; Ghauri P.	2006	Solving Export Marketing Problems of Small and Medium-Sized Firms from Developing Countries: Evidence from Eritrea	Journal of African Business	8		Scopus	Mixed	Mixed	Eritrea	EN
Kidane H.	2006	Export Impediments and Opportunities for Australian Processed Food Industry	Journal of Asia-Pacific Business	1		Scopus	Empirical	Macro	Australia	EN
Wu F.; Sinkovics R.R.; Cavusgil S.T.; Roath A.S.	2007	Overcoming export manufacturers' dilemma in international expansion	Journal of International Business Studies	77		Scopus	Mixed	Micro	US	EN
Altıntaş M.H.; Tokol T.; Harcar T.	2007	The effects of export barriers on perceived export performance: An empirical research on SMEs in Turkey	EuroMed Journal of Business	21		Scopus	Mixed	Micro	Turkey	EN
Vila López N.	2007	Export Barriers and Strategic Grouping	Journal of Global Marketing	8		Scopus	Mixed	Micro	Spain	EN
Yamin M.; Sinkovics R.R.; Hadjielias E.	2007	EU Harmonization, Managerial Perceptions and SME Export Behavior	Journal of Euromarketing	6		Scopus	No Info	Micro	Cyprus	N/A
Burnquist H.L.; De Souza M.J.P.; Bacchi M.R.P.; De Faria R.N.	2007	Análise de evidências sobre a Importância de Barreiras Técnicas à Exportação de Empresas Brasileiras	Economia Aplicada	3		Scopus	Empirical	Micro	Brazil	PT
Westhead P.	2008	International opportunity exploitation behaviour reported by “types” of firms relating to exporting experience	Journal of Small Business and Enterprise Development	13		Scopus	Empirical	Micro	UK	EN
Korneliusson T.; Blasius J.	2008	The Effects of Cultural Distance, Free Trade Agreements, and Protectionism on Perceived Export Barriers	Journal of Global Marketing	8		Scopus	Mixed	Mixed	Norway	EN
Karelakis C.; Mattas K.; Chrysoschoidis G.	2008	Export problems perceptions and clustering of Greek wine firms	EuroMed Journal of Business	10		Scopus	Empirical	Micro	Greece	EN
Liargovas P.G.; Skandalis K.S.	2008	Motivations and barriers of export performance: Greek exports to the Balkans	Journal of Southern Europe and the Balkans	2		Scopus	Mixed	Micro	Greece	EN
Liargovas P.G.; Skandalis K.S.	2008	Export motivations and barriers: a case study of Greek firms exporting to four south-eastern European countries	Global Business and Economics Review	0		Scopus	Empirical	Macro	Greece	EN
Da Rocha A.; Freitas Y.A.; Da Silva J.F.	2008	Do Perceived Export Barriers Change over Time? A Longitudinal Study of Brazilian Exporters of Manufactured Goods	Latin American Business Review	15		Scopus	Empirical	Micro	Brazil	EN
Nakabashi L.; Da Cruz M.J.V.; Scatolin F.D.	2008	Efeitos do Câmbio e Juros sobre as Exportações da Indústria Brasileira (The Impacts of Exchange Rate and Interest Rate on Brazilian Exports)	Revista de Economia Contemporanea	6		Scopus	Empirical	Macro	Brazil	PT
Kara M.; Tayfur L.; Duruel M.	2009	Non-tariff barriers in exporting to Middle Eastern countries (the case of Hatay province)	Iktisat Isletme ve Finans		0	WoS	No Info	Micro	Turkey	N/A

Source: Own Elaboration

## Appendix 5 (continued): Articles attained for our Bibliometric Sample

Arranz N.; De Arroyabe J.C.F.	2009	Internationalization Process of Spanish Small Firms: Strategies, Transactions and Barriers	International Small Business Journal		12	WoS	Mixed	Micro	Spain	EN
Urionabarrenetxea S.; Castellanos A.R.	2009	Decisive factors in company financial internationalization: an empirical study	Managerial Finance	2		Scopus	Empirical	Micro	Spain	EN
Khara N.; Dogra B.	2009	Examination of export constraints affecting the export performance of the Indian sports goods industry	European Journal of International Management	2	2	Both	Empirical	Micro	India	EN
Arteaga-Ortiz J.; Fernández-Ortiz R.	2010	Why Don't We Use the Same Export Barrier Measurement Scale? An Empirical Analysis in Small and Medium-Sized Enterprises	Journal of Small Business Management	33	17	Both	Mixed	Micro	Spain	EN
Pinho J.C.; Martins L.	2010	Exporting barriers: Insights from Portuguese small- and medium-sized exporters and non-exporters	Journal of International Entrepreneurship	34		Scopus	Mixed	Micro	Portugal	EN
Okpara J.O.; Kabongo J.D.	2010	Export barriers and internationalisation: evidence from SMEs in an emergent African economy	International Journal of Business and Globalisation	6		Scopus	No Info	Micro	Nigeria	N/A
Urbonavičius S.; Dikčius V.	2010	Export Barriers During the Periods of Growth and Recession: The Major Factors and Propositions	Argumenta Oeconomica	0	0	Both	Mixed	Micro	Lithuania	EN
Bellone F.; Musso P.; Nesta L.; Schiavo S.	2010	Financial Constraints and Firm Export Behaviour	The World Economy	56	45	Both	Empirical	Micro	France	EN
Ting Z.; Guijun L.; Bojun L.	2010	Important export skills comparison in different export stage: An empirical study of Chinese firms	Journal of Chinese Economic and Foreign Trade Studies	1		Scopus	Empirical	Micro	China	EN
Bianchi C.	2010	Inward Exporting of Professional Services: Lessons From an Exploratory Study of Australian Educational Firms	Services Marketing Quarterly	3		Scopus	Theoretical	Micro	Australia	EN
Kneller R.; Pisu M.	2011	Barriers to exporting: What are They and Who do They Matter to?	The World Economy	8	7	Both	Mixed	Micro	UK	EN
Köksal M.H.; Kettaneh T.	2011	Export problems experienced by high- and low-performing manufacturing companies: A comparative study	Asia Pacific Journal of Marketing and Logistics	13		Scopus	Mixed	Micro	Turkey and Lebanon	EN
Awan M.A.	2011	The Relationship Between Internet Use and Perceptions of Barriers Facing Small Business Exporters in Developing Countries	Journal of Internet Commerce	5		Scopus	Mixed	Micro	Pakistan	EN
Saeed A.; Vincent O.	2011	Financial Obstacles to Firm Export: Insight From a Developing Country	Journal of Transnational Management	1		Scopus	Empirical	Micro	Pakistan	EN
Mpinganjira M.	2011	Perceived benefits and barriers to export involvement: Insights from non-exporters	African Journal of Business Management		0	WoS	Mixed	Micro	Malawi	EN

Source: Own Elaboration

## Appendix 5 (continued): Articles attained for our Bibliometric Sample

Cardoza G.; Fornes G.	2011	The internationalisation of SMEs from China: The case of Ningxia Hui Autonomous Region	Asia Pacific Journal of Management	20	16	Both	Empirical	Micro	China	EN
Sirpal R.	2011	An empirical comparative analysis of various issues of foreign trade among firms in South-East Asian countries	The Journal of Risk Finance	0		Scopus	Empirical	Micro	Brunei and Singapore	EN
Milanzi M.A.	2012	Export Barrier Perceptions in Tanzania: The Influence of Social Networks	Journal of African Business	4		Scopus	Empirical	Micro	Tanzania	EN
Fernández-Ortiz R.; Arteaga-Ortiz J.; Ramirez A.M.	2012	How Does Management Perceive Exporting? An Empirical Study of SMEs	Engineering Economics	4	2	Both	Empirical	Micro	Spain	EN
Al-Hyari K.; Al-Weshah G.; Alnsour M.	2012	Barriers to internationalisation in SMEs: evidence from Jordan	Marketing Intelligence & Planning	15		Scopus	Empirical	Micro	Jordan	EN
Arndt C.; Buch C.M.; Mattes A.	2012	Disentangling barriers to internationalization	Canadian Journal of Economics	11	12	Both	Empirical	Micro	Germany	EN
Bin L.; Xiao Y.	2013	Measuring Political Barriers in US Exports to China	Chinese Journal of International Politics	0	0	Both	Empirical	Macro	US	EN
Atkin T.; Gurney N.	2013	Protecting Quality of Wine Exports to China: Barriers and Bridges	Journal of International Food & Agribusiness Marketing	0		Scopus	Theoretical	Micro	US	EN
Uner M.M.; Kocak A.; Cavusgil E.; Cavusgil S.T.	2013	Do barriers to export vary for born globals and across stages of internationalization? An empirical inquiry in the emerging market of Turkey	International Business Review	21	11	Both	Mixed	Micro	Turkey	EN
Ratanasithi S.; Sutummakid N.; Hemphill E.	2013	Long-Term Export Performance of Export Manufacturing Firms from a Developing Economic Environment: The Case of Thailand	Journal of Transnational Management	0		Scopus	Mixed	Micro	Thailand	EN
Jiménez Castillo D.; Estrella Ramón A.M.; Ruiz Real J.L.; Sánchez Pérez M.	2013	Análisis de los efectos moderadores de la inversión en I+D y la experiencia exportadora sobre la relación entre barreras a la exportación e intensidad exportadora bajo distintos niveles de turbulencia ambiental percibida (Analysis of the moderating effects of R&D investment and export experience on the relationship between export barriers and export intensity under different levels of perceived environmental turbulence)	Cuadernos de Economía y Dirección de la Empresa	2	2	Both	Empirical	Micro	Spain	ES

Source: Own Elaboration

### Appendix 5 (continued): Articles attained for our Bibliometric Sample

Vila López N.	2013	Barriers to export: the power of organisational factors	International Journal of Commerce and Management	2		Scopus	Mixed	Micro	Spain	EN
Kahiya E.T.	2013	Export barriers and path to internationalization: A comparison of conventional enterprises and international new ventures	Journal of International Entrepreneurship	18		Scopus	Mixed	Micro	New Zealand	EN
Kasseeah H.; Ancharaz V.D.; Tandrayen-Ragoobur V.	2013	Access to Financing as a Barrier to Trade: Evidence From Mauritius	Journal of African Business	3		Scopus	Mixed	Micro	Mauritius	EN
Ismail M.M.; Islam M.S.; Bakar W.M.M.W.	2013	Export Barriers to Halal Food Processing Small and Medium Enterprises (SMEs) in Malaysia	Pertanika Journal of Social Science and Humanities	0		Scopus	Mixed	Micro	Malaysia	EN
Lawless M.	2013	Marginal Distance: Does Export Experience Reduce Firm Trade Costs?	Open Economies Review	7	7	Both	Empirical	Micro	Ireland	EN
Adu-Gyamfi N.; Korneliussen T.	2013	Antecedents of export performance: the case of an emerging market	International Journal of Emerging Markets	2		Scopus	Empirical	Micro	Ghana	EN
Hatab A.A.; Hess S.	2013	Opportunities and Constraints for Small Agricultural Exporters in Egypt	International Food and Agribusiness Management Review	1		Scopus	Mixed	Micro	Egypt	EN
Hessels J.; Parker S.C.	2013	Constraints, internationalization and growth: A cross-country analysis of European SMEs	Journal of World Business		12	WoS	Mixed	Micro	Europe	EN
Radojevic P.D.; Marjanovic D.; Radovanov T.	2014	The Impact of Firms' Characteristics on Export Barriers' Perception: A Case of Serbian Exporters	Prague Economic Papers	0	0	Both	Mixed	Micro	Serbia	EN
Kahiya E.T.; Dean D.L.; Heyl J.	2014	Export barriers in a changing institutional environment: A quasi-longitudinal study of New Zealand's manufacturing exporters	Journal of International Entrepreneurship	5		Scopus	Mixed	Micro	New Zealand	EN
Aligholi M.	2014	Evaluation of Factors Influencing on Development of Export in SMEs	Mediterranean Journal of Social Sciences	0		Scopus	Empirical	Micro	Iran	EN
Maldifassi J.O.; Caorsi J.C.	2014	Export success factors of small- and medium-sized firms in Chile	Journal of Small Business and Enterprise Development	2		Scopus	Empirical	Micro	Chile	EN
Souchon A.L.; Dewsnap B.; Durden G.R.; Axinn C.N.; Holzmüller H.H.	2015	Antecedents to export information generation: a cross-national study	International Marketing Review	1	0	Both	Empirical	Macro	US, Austria and New Zealand	EN
Rundh B.	2015	International market development: The small and medium sized firm's opportunity or dilemma	Management Decision	0	0	Both	Theoretical	Micro	Sweden	EN

Source: Own Elaboration

### Appendix 5 (continued): Articles attained for our Bibliometric Sample

Kahiya E.T.; Dean D.L.	2015	Export barriers and business confidence: a quasi-longitudinal examination	Asia Pacific Journal of Marketing and Logistics	2	2	Both	Empirical	Micro	New Zealand	EN
Safavi S.M.	2015	The Main Barriers to Export from The Free Trade Zones (Case study of I.R.Iran)	Asian Social Science	0		Scopus	Mixed	Micro	Iran	EN
Bjarnason A.; Marshall D.; Eyjólfsson E.B.	2015	Export Barriers and Problems Associated With Exporting Icelandic Marine Products Under Conditions of Export or Die	Journal of International Food & Agribusiness Marketing	1		Scopus	Mixed	Micro	Iceland	EN
Fontagné L.; Orefice G.; Piermartini R.; Rocha N.	2015	Product standards and margins of trade: Firm-level evidence	Journal of International Economics	4	3	Both	Mixed	Mixed	France	EN
Huu A.T.	2016	Seafood Export Barriers at International Markets	Actual Problems in Economics	0		Scopus	No Info	Micro	Vietnam	N/A
Silva J.R.; Franco M.; Magrinho A.	2016	Empirical Investigation of the Effects of Industry Type and Firm Size on Export Barriers	Journal of Business Economics and Management	0	0	Both	Empirical	Micro	Portugal	EN
García H.C.; Kolbe D.	2016	Capacidades dinámicas en el proceso de internacionalización de las empresas de distribución de productos agroalimentarios (Dynamic capabilities in the internationalization process of companies distributing products of the agribusiness sector)	Economía Agraria y Recursos Naturales	0		Scopus	Theoretical	Micro	Not Applicable	ES
Kahiya E.T.; Dean D.L.	2016	Export Stages and Export Barriers: Revisiting Traditional Export Development	Thunderbird International Business Review	2	2	Both	Mixed	Micro	New Zealand	EN
Kohn D.; Leibovici F.; Szkup M.	2016	Financial Frictions and New Exporter Dynamics	International Economic Review	1	1	Both	Empirical	Micro	Chile	EN
Bianchi C.; Wickramasekera R.	2016	Antecedents of SME export intensity in a Latin American Market	Journal of Business Research	1		Scopus	Mixed	Micro	Chile	EN
Kalafsky R.V.; Duggan D.T.	2016	Overcoming Trade Impediments: Considering SME Exporters from Nova Scotia	The Professional Geographer	1		Scopus	Theoretical	Micro	Canada	EN
Wang Q.; Wu H.; Xu J.; Pang J.	2017	Entry regulation and international trade	Applied Economics Letters	0	0	Both	Empirical	Macro	US	EN
Kahiya E.T.	2017	Export barriers as liabilities: near perfect substitutes	European Business Review	0	0	Both	Theoretical	Micro	Not Applicable	EN

Source: Own Elaboration